


# OLSON RUGS

Olson Rug Company  
Chicago, Ill.



This Book  
tells how to  
SAVE  $\frac{1}{2}$   
on  
The Popular  
One and  
Two-toned  
Rugs

ESTABLISHED OVER  
A HALF-CENTURY  
AGO



## OUR GUARANTEE

### *We Occupy*

*this entire building,  
225,000 square feet  
of floor space. You  
are cordially invited  
to come and visit our  
factory when you are  
in Chicago.*

WE GUARANTEE complete satisfaction. OLSON RUGS must prove right by the test of wear. Use them on your own floors—walk on them—examine them carefully—get the opinion of your friends. Then if for any reason, you do not think that your OLSON RUGS are the biggest rug value you ever had for your money, return them within a week at our expense, and we will refund every penny you have paid and pay you 10 to 15 cents a pound (or about 50 cents a square yard) for your old rugs and carpets, and 4 to 8 cents a pound for your old clothing.

OLSON RUG COMPANY - - - - 28-42 Laflin Street, Chicago, Illinois

### *52 Years*

*—under the same  
management. The  
largest and oldest  
manufacturers of  
rugs in the world  
dealing direct with  
the home.*



From \_\_\_\_\_

No. and Street \_\_\_\_\_

Postoffice \_\_\_\_\_

R. F. D. \_\_\_\_\_ Box No. \_\_\_\_\_ State \_\_\_\_\_

Please write name and address plainly

OLSON RUG CO

28-30-32-

STATION "C"

Mail us the BILL OF LADING marked "Original"  
that your freight agent will give you.

TEAR OFF HERE

## HAND THIS TAG TO YOUR FREIGHT AGENT

### Notice to Railroad Agents

This shipment is to be consigned to the

**"OLSON RUG COMPANY  
HEALY FREIGHT STATION**

**CHICAGO, ILL."** and

should so appear on the BILL OF LADING and WAY BILL.

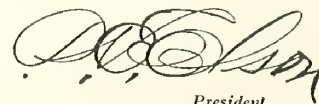
This shipment consists of old carpets, rugs, or rags  
(as case may be), having value only for re-weaving  
purposes, and should be BILLED 2ND CLASS. Be sure to  
mark BILL OF LADING and WAY BILL accordingly.

### AUTHORITY

Consolidated Classification No. 4, page 366, item No. 1.  
FREIGHT AND EXPRESS CHARGES GUARANTEED.

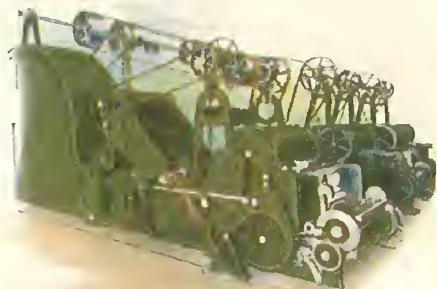
## ON SUPER GRADE RUGS ON STANDARD GRADE RUGS

facture two grades of rugs. One is known as our SUPER  
E—the other is known as our STANDARD GRADE.  
Doesn't matter whether you select OLSON SUPER GRADE  
ON STANDARD GRADE RUGS, we ship your new rug  
your order blank and check are received at our office.  
n wait for your old carpets, rugs and clothing to reach us.  
at you will have your new rugs down on your floors in  
wo days, just about as fast as a letter could reach you.  
2 to 20, we explain fully about our STANDARD GRADE,  
22 to 32, we explain fully about our SUPER GRADE.



President.

# Olson STANDARD GRADE Rugs



Olson Preparing Machines

Manufactured by the Famous  
OLSON Patented Process

## From Old Carpets, Rugs and Clothing

### Combined with Imported New Wools

---

**SHIPPED IN 24 HOURS**

---

**A**LL that is necessary to get the new OLSON STANDARD GRADE RUGS is to ship your old carpets, rugs, and old clothing at our expense (see page 37), mail us the bill-of-lading—the one marked "ORIGINAL" (which is your receipt from the railroad company), enclose your check or money order with your order blank filled out—and your new STANDARD GRADE RUG will be shipped the same day your order blank and check are received.

We have thousands of OLSON STANDARD GRADE RUGS already manufactured in every pattern. Seamless, reversible, long wearing rugs made from choice, carefully selected material—rugs that have passed our most rigid inspection. In quality and appearance they rival the popular Axminster rugs. These beautiful rugs are the result of 52 years of experience in rug manufacturing and we are proud to be able to offer them to you at these amazingly low prices.

On the pages following you will find the prices plainly marked for each size and pattern. Simply send us the number of pounds of old carpets, rugs and old clothing required for the size rug you order. You will find these weights printed opposite the price of the rug you wish.

In the event you do not have the required amount of carpets, rugs and old clothing, we will be pleased to supply brand new wool at 20 cents a pound to make up the number of pounds lacking. If on the other hand, you should send more than the required amount, we will apply the surplus on any future order you or your friends may send.



WARP MACHINES

One of our immense machines, preparing the thousands of yards of warp needed daily in the weaving of OLSON RUGS.

## How Old Materials are Manufactured Into Olson Standard Grade Rugs

The intensely interesting story of how old carpets, rugs and old clothing are transformed into splendid, new, long-wearing, reversible OLSON STANDARD GRADE RUGS is a lesson in efficiency and practical economy. Aided by the latest improved machinery, perfected and patented by the OLSON RUG COMPANY, our expert workmen take only the best of the materials that are sent to us, reclaim it so that it is as good as new, combine it with rugged, long fibered, imported new wools, and DYE and WEAVE it into OLSON STANDARD GRADE RUGS, so superior to rugs made by any other concern from old material, that there is no comparison.

We keep thousands of pounds of the finest, selected, new wools on hand for this purpose. There is absolutely no extra charge of any sort for this. The prices shown on the following pages are all you pay.

### Nothing Wasted These Days

As you know, there is nothing unusual about making use of the materials in your old carpets, rugs and clothing. In these modern days of science, nothing is wasted. There is hardly an article of clothing that we wear, especially in suits and overcoats, that has not been made with at least some reclaimed wool material. The very finest writing papers are all made from rags. Think how many times steel and iron are worked over again and again!

### Luxurious, Firmly Woven Rugs

You will receive luxurious, firmly woven rugs with a deep, rich, smooth nap. Rugs that compare favorably in quality, appearance, and texture with store rugs that cost twice the price.

When a customer's old carpets, rugs and clothing arrive at our factory, they

are weighed and promptly started on their journey which will convert the best of this material into beautiful one or two-toned floor coverings that will give a lifetime of usefulness.

### Cleaning, Bleaching, Dyeing

All the material sent to us is thoroughly sorted, cleaned, sterilized, and steamed for ten minutes under intense pressure in an air tight container at 230 degrees of heat.

Expert dyers dye the material the exact shade required. Under heavy pressure of steam the dyes are made absolutely fast.

### Warp

Realizing that the life of a rug depends so much on the kind of warp used, we have never departed in all our 52 years from using the best quality, long staple, hard spun four-ply warp. That is one of the many reasons why OLSON RUGS wear for a lifetime.

### Every Rug Woven REVERSIBLE to GIVE TWICE THE WEAR

The nap of every OLSON STANDARD GRADE RUG (or the surface you walk on) is deep, firm and velvety; and to give double the wear every rug is woven seamless and reversible with the same deep, rich pile on both sides. An OLSON STANDARD GRADE RUG lies flat, clings to the floor, and is easy to keep clean with a vacuum cleaner, carpet sweeper or a broom.

It has taken us over half a century of careful work and a fortune in money to make the new OLSON STANDARD GRADE RUG the splendid floor covering that it is today.

We want you to try our rugs in your home for a week—walk on them—examine them carefully. You are under no obligation to keep them, for if you do not see in them beauty, harmony, lasting qualities, and a saving of \$20 and \$30 on every room size rug, you may return them at our expense. We will refund all your money, and we will pay you 10 to 15 cents a pound (or about 50 cents a square yard) for your old rugs and carpets, and 4 to 8 cents a pound for your old clothing. So confident are we that we can please you that we are willing to make this offer.

We know that in fairness to us you will send the same good quality of old carpets, rugs and clothing that you would have sent if your rugs were to be made from your own materials.



*This illustration shows the 4-ply warp (four strands) we use. Compare it with the 3-ply warp used in weaving most one-sided rugs.*



# The New Styles of Decorating Demand One or Two-Tone Rugs



Beautiful Michigan Boulevard as seen from the Art Institute, Chicago—the art center of America.

SCIENCE has shown how *success in home making* depends on a comfortable, harmonious, happy home atmosphere. A feeling of “*happiness*” can become a habit. Habits formed by children become life influences. How necessary it is that parents make the home environment of such a character as to develop *desirable* habits.

It seems surprising that only a few years ago we failed to realize what everybody knows today:—that rooms that are too ornate, that have too many different patterns and colorings in rugs, walls, drapes, and furniture, irritate the nerves unconsciously. On the other hand

the correct use of *color* and *design* in our home surroundings produces all sorts of good effects upon us.

Backgrounds of *Blue* quiet the nerves and lend an atmosphere of restfulness and dignity—*Moss Green* results in increased vitality and happiness (what ideal colors for living room, library, in fact every room)—soft shades like *Taupe*, *Tete-de-Negre*, *Mole*, *Mahogany*, and *Brown* create an atmosphere of harmony and refinement.

## Olson Rugs Add Such Charm

The wonderful manner in which one or two-tone rugs fit in with your furnishings, and the sense of refined comfort they give, produce a most appealing atmosphere. They fit just as harmoniously in rooms with figured hangings and wall papers as they do in rooms with panelled, plain tinted, or tapestry covered walls.

One and two-tone rugs are here to stay. Their use is scientifically correct and surpassingly beautiful. That is why leading

decorators recommend them. They are now used in practically all the fine homes in New York, Chicago, and other large cities.

## Millions Saved for Olson Customers

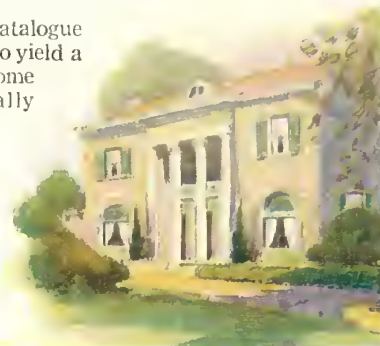
In rug stores it is possible to secure the fashionable one or two-tone rugs only in the expensive grades. Now, due to the Patented \$1,000,000 Olson Process, we have brought these beautiful, harmonious one and two-tone rugs within reach of all pocket books. No longer is it necessary to try to make the figured rugs harmonize with your other furnishings.

It is so simple to select just the right rug from this book. No need to change your wall paper, curtains, drapes, or upholstery in order to make them harmonize with your rugs, as so often is necessary when buying a fancy patterned store rug.

The ideal rooms shown in this book represent the most progressive ideas in color harmony, wall treatment, draping of doors and windows, furnishings, and arrangements. Each room has been selected by decorating experts, not only for its appealing beauty, but because it is comfortable, home-like, and practical. The rooms we have illustrated here are offered merely as suggestions.

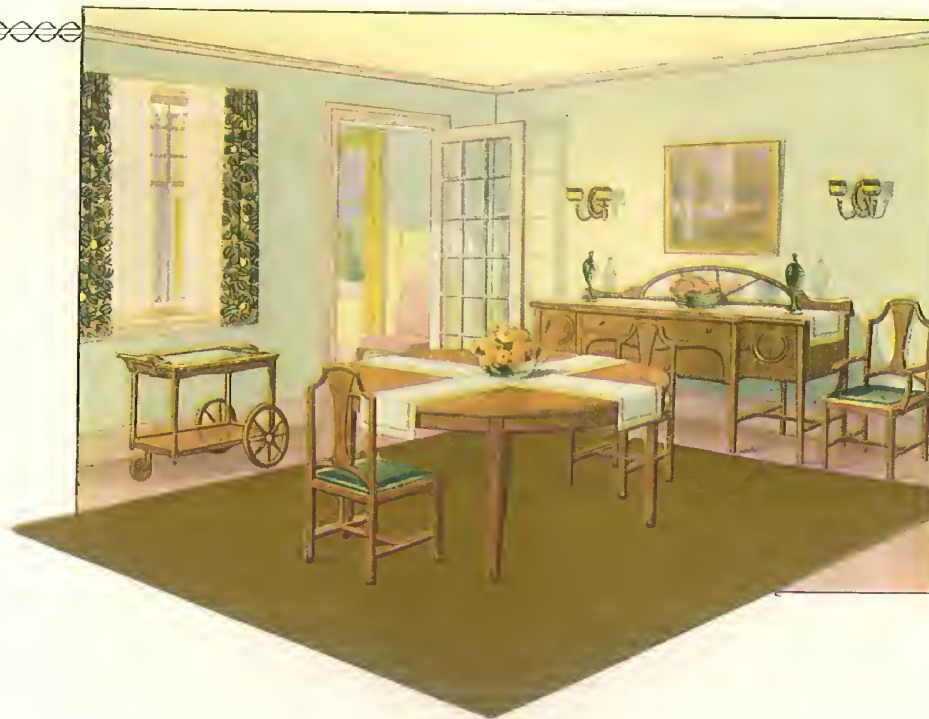
Every rug in this catalogue may be depended upon to yield a cheerful, harmonious home atmosphere, artistically correct.

Have no hesitation in expressing your own preference in furnishing your home, just as you do in selecting your clothes. Your own good taste will tell you what is best.



REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.....	4.....	\$ 1.95
30 x 54 in.....	6.....	2.80
36 x 63 in.....	9.....	3.35
4 x 6 1/2 ft.....	15.....	5.90
5 x 8 ft.....	22.....	8.60
6 x 6 ft.....	20.....	7.65
6 x 8 ft.....	26.....	10.80
6 x 9 ft.....	30.....	11.65
7 x 7 ft.....	27.....	10.45
7 x 9 ft.....	35.....	13.40
8 x 8 ft.....	35.....	13.50
8 x 10 ft.....	45.....	17.40
8 x 11 ft.....	49.....	19.15
9 x 9 ft.....	45.....	17.20
9 x 11 ft.....	55.....	21.05
9 x 12 ft.....	60.....	23.05
10 x 10 ft.....	56.....	21.20
10 x 12 ft.....	67.....	25.65
10 x 13 ft.....	72.....	27.70
11 x 12 ft.....	74.....	28.95
11 x 14 ft.....	85.....	32.85
12 x 12 ft.....	80.....	30.80
12 x 14 ft.....	93.....	36.70
12 x 15 ft.....	98.....	38.20
27 in. x 6 ft.....	7.....	2.95
27 in. x 9 ft.....	12.....	4.45
27 in. x 12 ft.....	15.....	5.95

For *SPECIAL SIZES* Pattern  
621, see page 20, column 1.



### PATTERN 621—BENGAL BROWN—STANDARD GRADE

Woven seamless and reversible to give twice the wear. Proper for every room.

### A Long-Wearing and Serviceable Rug

THE exquisite beauty and restful effects which are obtainable by the use of one and two-toned rugs are unattainable in any other floor covering at the disposal of the interior decorator. A one-tone rug seemingly increases the size of the room and gives a feeling of solidity and quiet comfort that is most pleasing.

Pattern 621 is a great favorite for it goes well with practically every color scheme. It is easy to keep clean and it doesn't

show soil. Colors are dyed fast. The close weave and depth of pile create a resilient surface which is very pleasant to walk on. Being reversible they will outwear two ordinary rugs, and yet they cost only half as much.

If you wish to create within your home that enviable feeling of charm so desired by all and at the same time save considerable money, choose this beautiful one toned Olson Standard rug. Every order shipped within 24 hours.



## PATTERN 7206—STANDARD GRADE

Mulberry on One Side, Bengal Brown on the Other. Seamless

**H**ERE is the latest achievement of the OLSON Patented Process — a remarkable rug combining two of the most serviceable colors, the rich new Brown and regal Mulberry. Note how completely the living-room on the left is transformed by merely reversing the rug as shown in the lower picture. The popularity of this exclusive OLSON RUG is tremendous. The deep, luxuriant pile, long wearing qualities and rich appearance add immensely to the popularity of this exclusive OLSON STANDARD GRADE RUG.



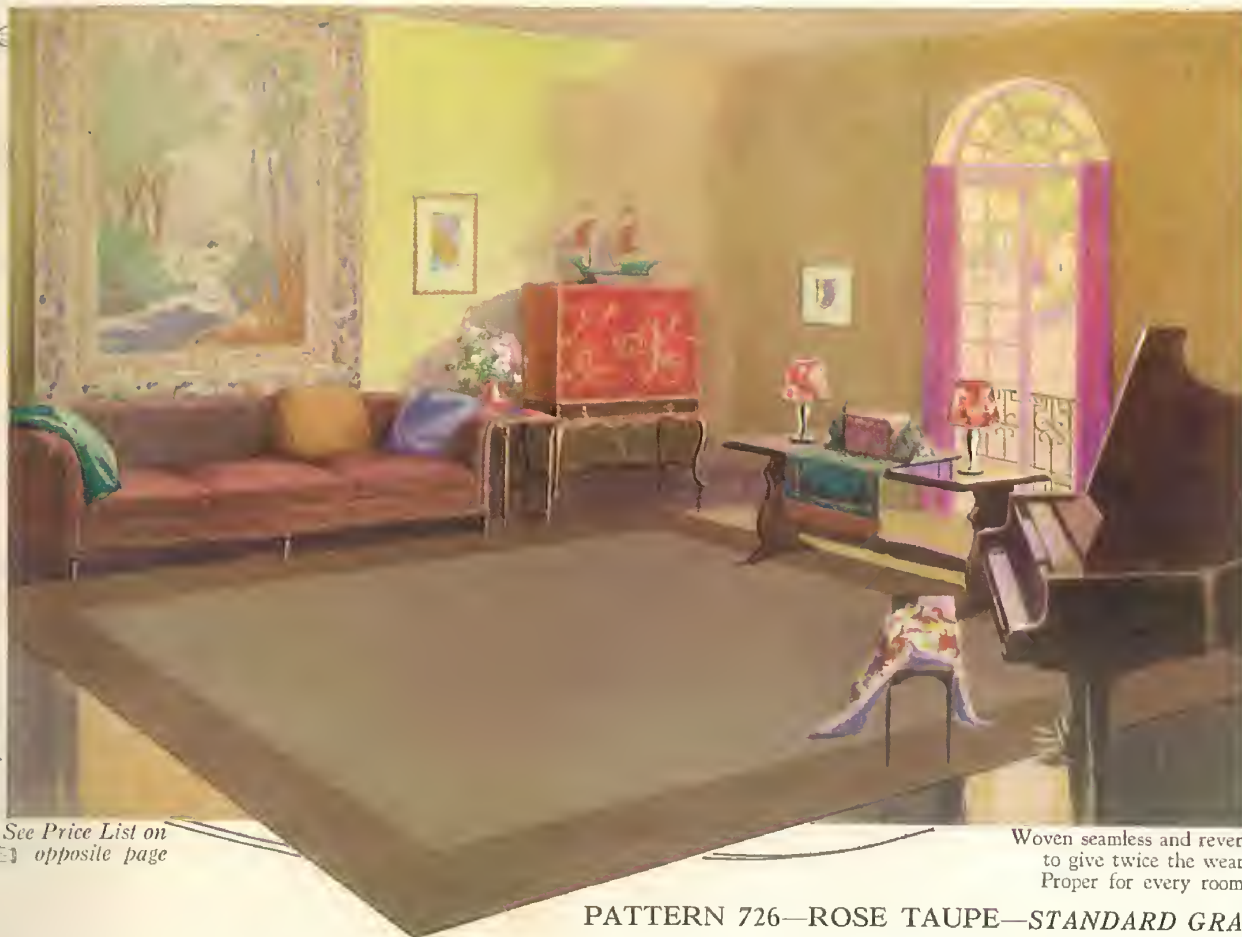
*Proper for every room*

### PATTERNS 7206 and 726

REGULAR SIZES	Pounds of Material Required	PRICE
30 x 54 in.....	6.....	\$ 3.15
36 x 63 in.....	9.....	4.40
4 x 6 1/4 ft.....	15.....	7.55
5 x 8 ft.....	22.....	11.20
6 x 6 ft.....	20.....	10.05
6 x 8 ft.....	26.....	13.45
6 x 9 ft.....	30.....	15.10
7 x 7 ft.....	27.....	13.70
7 x 9 ft.....	35.....	17.65
8 x 8 ft.....	35.....	17.90
8 x 10 ft.....	45.....	22.40
8 x 11 ft.....	49.....	24.65
9 x 9 ft.....	45.....	22.70
9 x 11 ft.....	55.....	27.70
9 x 12 ft.....	60.....	29.95
10 x 10 ft.....	56.....	27.95
10 x 12 ft.....	67.....	33.60
10 x 13 ft.....	72.....	36.40
11 x 12 ft.....	74.....	36.95
11 x 14 ft.....	85.....	43.10
12 x 12 ft.....	80.....	40.30
12 x 14 ft.....	93.....	47.05
12 x 15 ft.....	98.....	50.40
27 in. x 6 ft.....	7.....	3.80
27 in. x 9 ft.....	12.....	5.65
27 in. x 12 ft.....	15.....	7.55

For *SPECIAL SIZES* see page 20 column 4.





See Price List on  
opposite page

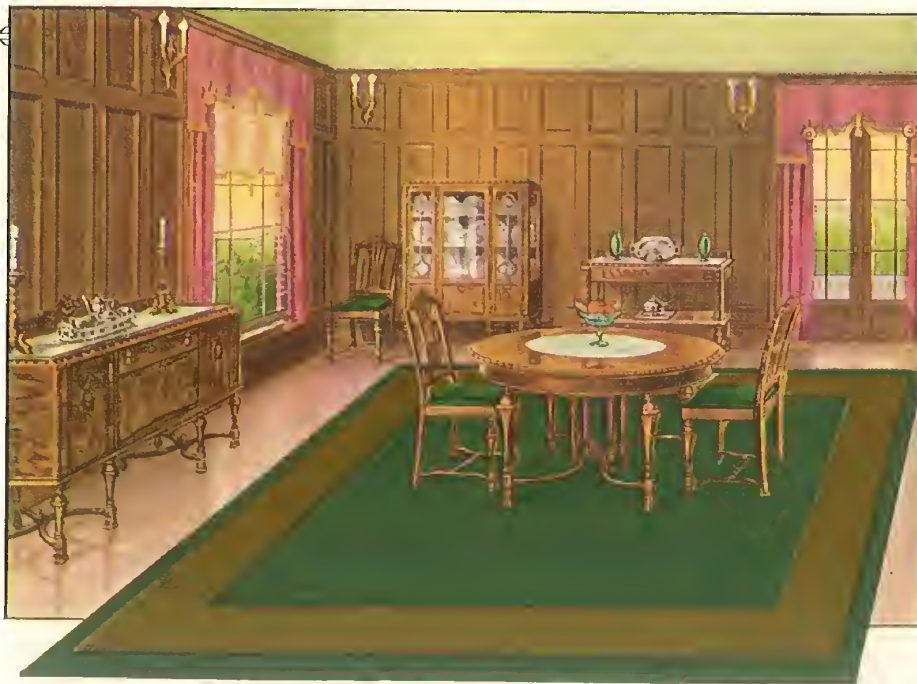
Woven seamless and reversible  
to give twice the wear.  
Proper for every room.

### PATTERN 726—ROSE TAUPE—STANDARD GRADE

**T**HIS beautiful room is a striking example of the rare charm that can be achieved by the use of our new color, Rose Taupe. We believe that we have accomplished much in being able to offer you our STANDARD GRADE RUG in this exquisite shade.

You would make no mistake in covering your entire home

with these handsome rugs, because Rose Taupe blends perfectly with all schemes of decoration. Picture this rug in your home. It has a deep long-wearing nap on both sides and that luxurious feeling under foot found only in the most expensive rugs and yet it only costs about half as much. Seamless up to 12 feet. Shipped to your home in 24 hours.



**PATTERN 328**  
**JASPE GREEN, Bengal Brown Border—STANDARD GRADE**

Woven seamless and reversible to give twice the wear. Proper for every room.

*This Two-Colored Rug is a Great Favorite*

**T**HIS unusual two-colored OLSON RUG may be appropriately applied to a wide variety of schemes. The center and outside border are a beautiful soft Jaspe green; the inner border is a rich lustrous Bengal brown which gives the rug a perfect balance of color so largely responsible for the great charm of this design. Good taste is not a matter of expense. Because of our SPECIAL PROCESS of reclaiming, we have made it possible for every home in this country to enjoy

this popular two-colored rug, which is dyed with the finest dyes.

If you have priced rugs in your local stores you will realize that by sending us your old material you can save one-half on your rug. Where can you get a rug of equal beauty and durability at a price so low? Like all OLSON RUGS this pattern is woven seamless and reversible with same luxurious deep pile on both sides to give twice the wear. Remember you are entirely protected by our binding guarantee.

**PATTERNS 328 and 626**

REGULAR SIZES	Pounds of Material Required	PRICE
30 x 54 in.	6	\$ 3.40
36 x 63 in.	9	4.10
4 x 6 1/2 ft.	15	6.95
5 x 8 ft.	22	10.40
6 x 6 ft.	20	9.35
6 x 8 ft.	26	12.50
6 x 9 ft.	30	14.05
7 x 7 ft.	27	12.75
7 x 9 ft.	35	16.40
8 x 8 ft.	35	16.65
8 x 10 ft.	45	20.95
8 x 11 ft.	49	22.85
9 x 9 ft.	45	21.05
9 x 11 ft.	55	25.75
9 x 12 ft.	60	28.05
10 x 10 ft.	56	25.95
10 x 12 ft.	67	31.20
10 x 13 ft.	72	33.80
11 x 12 ft.	74	34.30
11 x 14 ft.	85	39.95
12 x 12 ft.	80	37.45
12 x 14 ft.	93	43.65
12 x 15 ft.	98	46.80
27 in. x 6 ft.	7	3.50
27 in. x 9 ft.	12	5.25
27 in. x 12 ft.	15	6.95

For **SPECIAL SIZES** see  
 page 20, column 3.



See Price List on  
opposite page.

Woven seamless and reversible  
to give twice the wear.  
Proper for every room.

PATTERN 626—BENGAL BROWN—STANDARD GRADE

*One of the Greatest Values We Ever Offered!*

**T**HIS attractive two-tone Bengal Brown rug is a great favorite. The center is a beautiful rich Brown—the border is of a darker shade. Same colors and deep luxurious nap on both sides. Because of the tight firm weave and deep rich pile that gives a soft pleasant feeling underfoot, this OLSON STANDARD GRADE RUG offers a com-

bination of beauty and ability to withstand years of long service.

We cannot impress upon you too strongly that rugs of the same appearance and quality are sold by rug dealers throughout the country at prices ranging from \$40 to \$60 for room sizes. Every rug carries the iron clad Olson guarantee of satisfaction or money back. Every order shipped within 24 hours.

OLSON RUG CO., CHICAGO





### PATTERN 421—JASPE GREEN—STANDARD GRADE

Woven seamless and reversible to give twice the wear. Proper for every room.

*RUNNERS and STAIR CARPETING may also be had in any of the other colors and patterns shown in this catalogue. Runners with borders give a very pleasing effect and their use is highly endorsed by leading interior decorators.*

## To Give Warmth and Welcome To Your Hallway

**T**HE adaptability of OLSON RUGS to halls and stairs is well illustrated by this attractive interior. The color scheme suggested above is only one of the many you have to choose from that will give the desirable warmth and welcome to the hall as a meeting and greeting place of your guests.

Though we show the rich one-tone Jaspe Green rugs above, their use is not limited to halls and stairs alone. The feeling of restfulness and refinement they impart seems to give a new spirit to any room in your home.

Runners with borders give a very pleasing effect and their use is highly endorsed by leading interior decorators.

OLSON STANDARD GRADE rugs are woven seamless and reversible with the same deep luxurious nap on both sides. Their remarkable wearing qualities are far beyond average, and yet our price is so low that it is within the means of all to possess and enjoy them.

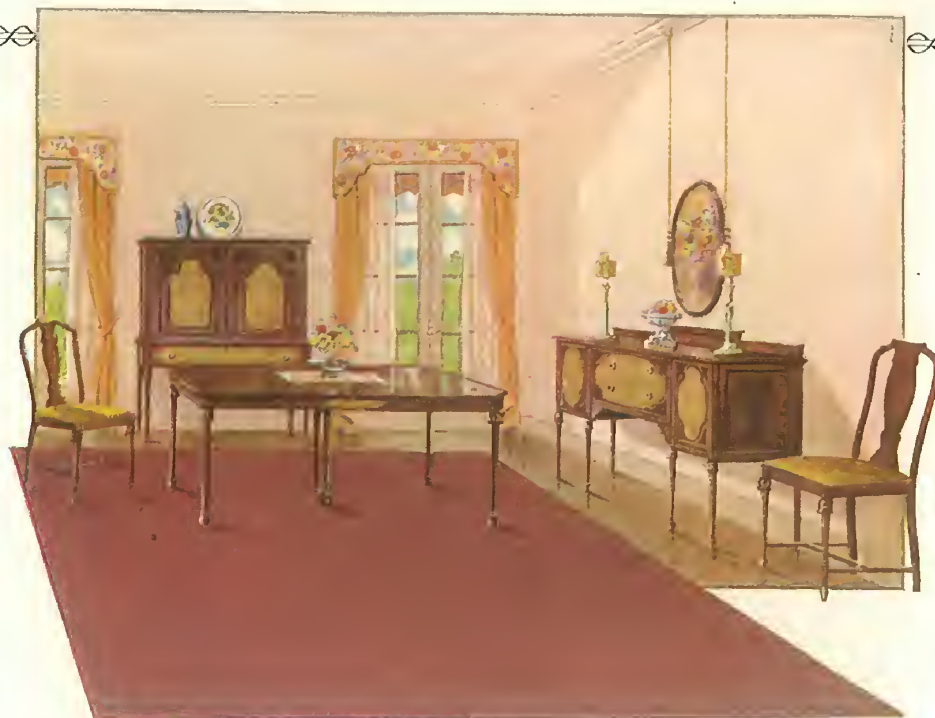
Read our binding guarantee on inside front cover—you cannot lose a penny. Every order shipped within 24 hours.

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.....	4.....	\$ 2.05
30 x 54 in.....	6.....	2.80
36 x 63 in.....	9.....	3.35
4 x 6 3/4 ft.....	15.....	5.90
5 x 8 ft.....	22.....	8.60
6 x 6 ft.....	20.....	7.65
6 x 8 ft.....	26.....	10.40
6 x 9 ft.....	30.....	11.65
7 x 7 ft.....	27.....	10.80
7 x 9 ft.....	35.....	13.40
8 x 8 ft.....	35.....	13.50
8 x 10 ft.....	45.....	17.40
8 x 11 ft.....	49.....	19.15
9 x 9 ft.....	45.....	17.20
9 x 11 ft.....	55.....	21.05
9 x 12 ft.....	60.....	23.05
10 x 10 ft.....	56.....	21.20
10 x 12 ft.....	67.....	25.65
10 x 13 ft.....	72.....	27.70
11 x 12 ft.....	74.....	28.95
11 x 14 ft.....	85.....	32.85
12 x 12 ft.....	80.....	30.80
12 x 14 ft.....	93.....	36.70
12 x 15 ft.....	98.....	38.20

For *SPECIAL SIZES* Pattern 421, see page 2, column 1.

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.....	4	\$ 2.05
30 x 54 in.....	6	2.80
36 x 63 in.....	9	3.35
4 x 6 3/4 ft.....	15	5.90
5 x 8 ft.....	22	8.60
6 x 8 ft.....	20	7.65
6 x 8 ft.....	26	10.40
6 x 9 ft.....	30	11.65
7 x 7 ft.....	27	10.80
7 x 9 ft.....	35	13.40
8 x 8 ft.....	35	13.50
8 x 10 ft.....	45	17.40
8 x 11 ft.....	49	19.15
9 x 9 ft.....	45	17.20
9 x 11 ft.....	55	21.05
9 x 12 ft.....	60	23.05
10 x 10 ft.....	56	21.20
10 x 12 ft.....	67	25.65
10 x 13 ft.....	72	27.70
11 x 12 ft.....	74	28.95
11 x 14 ft.....	85	32.85
12 x 12 ft.....	80	30.80
12 x 14 ft.....	93	36.70
12 x 15 ft.....	98	38.20
27 in. x 6 ft.....	7	2.95
27 in. x 9 ft.....	12	4.45
27 in. x 12 ft.....	15	5.95

For *SPECIAL SIZES* Pattern  
221, see page 20, column 1.



### PATTERN 221—MAHOGANY—STANDARD GRADE

Woven seamless and reversible to give twice the wear. Proper for every room

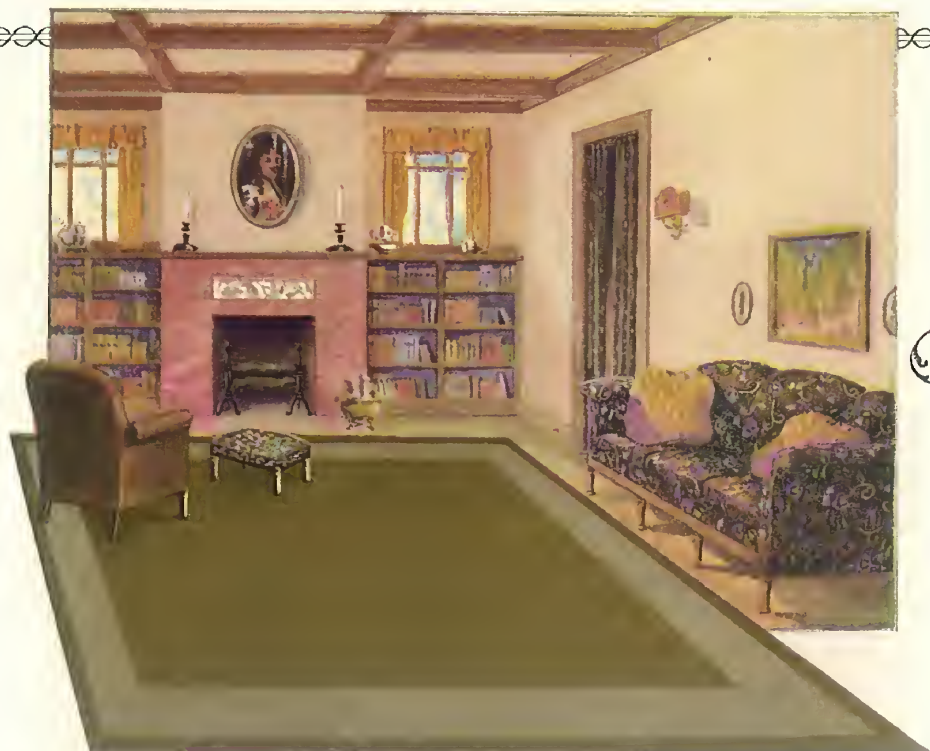
### A New and Very Desirable Color

**M**AHOGANY is the aristocrat of colors. It is an ideal shade for any room in the home. Whether it be for the dining-room where it won't show soil, or the living-room because it adds coziness to its environment, or for the halls and stairway because it will stand the hardest wear, one-toned Mahogany is one of the most desirable colors.

This beautiful room strikingly illustrates the exquisite harmony that it is possible to achieve with a one-toned Mahogany

rug. It is a rug you will like even after years of service—while its beauty will always remain the source of praise and admiration of your friends. Woven seamless with a deep rich pile. Finished the same on both sides.

OLSON STANDARD GRADE RUGS rival the finest grade rugs and cost only one-half as much. Remember, our strong guarantee of *satisfaction or money back* goes with every OLSON RUG. Every order shipped in 24 hours.



### PATTERN 627—BEAVER BROWN—STANDARD GRADE

Woven seamless and reversible to give twice the wear. Proper for every room.

### Picture This Rich Rug in Your Own Home!

**T**HE rich beauty of this splendid new color readily accounts for its remarkable popularity. It is the handsome new shade so fashionable in New York, Chicago and elsewhere.

This extremely attractive pattern has delighted our customers. So harmoniously does it blend with practically all decorations that it is the ideal rug for every room. Stands the hardest sort of wear without showing soil.

Like all OLSON STANDARD GRADE RUGS, the pattern

and colors appear identically the same on both sides. Being reversible it will outwear practically two ordinary rugs. In every respect this beautiful Rug measures up to the standard of the high grade Rugs—and costs less than  $\frac{1}{2}$  as much. Material reclaimed by the Patented Olson Process cannot be detected. Imagine the charm that a new Beaver Brown OLSON RUG would add to your home. Satisfaction guaranteed or your money cheerfully refunded. Try this rug in your home for a week.

#### PATTERNS 627 and 226

REGULAR SIZES	Pounds of Materials Required	PRICE
27 x 42 in.....	4.....	\$ 2.35
30 x 54 in.....	6.....	3.40
36 x 63 in.....	9.....	4.10
4 x 6 $\frac{1}{2}$ ft.....	15.....	6.95
5 x 8 ft.....	22.....	10.40
6 x 6 ft.....	20.....	9.35
6 x 8 ft.....	26.....	12.50
6 x 9 ft.....	30.....	14.05
7 x 7 ft.....	27.....	12.75
7 x 9 ft.....	35.....	16.40
8 x 8 ft.....	35.....	16.65
8 x 10 ft.....	45.....	20.95
8 x 11 ft.....	49.....	22.85
9 x 9 ft.....	45.....	21.05
9 x 11 ft.....	55.....	25.75
9 x 12 ft.....	60.....	28.05
10 x 10 ft.....	56.....	25.95
10 x 12 ft.....	67.....	31.20
10 x 13 ft.....	72.....	33.80
11 x 12 ft.....	74.....	34.30
11 x 14 ft.....	85.....	39.95
12 x 12 ft.....	80.....	37.45
12 x 14 ft.....	93.....	43.65
12 x 15 ft.....	98.....	46.80
27 in. x 6 ft.....	7.....	3.50
27 in. x 9 ft.....	12.....	5.25
27 in. x 12 ft.....	15.....	6.95

For SPECIAL SIZES, see column 3, page 20.



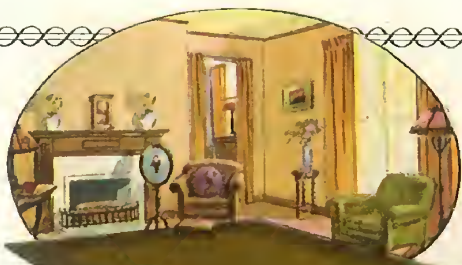


See Price List on  
 opposite page.

### PATTERN 226—MAHOGANY—STANDARD GRADE

**M**AHOGANY, one of the very newest shades, has leaped into instant popularity. Its suitability to all schemes of decoration and the fact that it can be subjected to the most severe wear without showing soil has made it a great favorite. Picture this rich looking rug in your own home.

The nap, or surface, is soft, deep and luxurious. This rug is proper for every room and like all other OLSON RUGS is woven seamless and reversible to give twice the wear. Remember, our strong guarantee of satisfaction or your money back goes with every rug. Every order shipped in 24 hours.



## PATTERN 4206—STANDARD GRADE

BENGAL BROWN on One Side and JASPE GREEN on the Other. Seamless.

**H**AVEN'T you often wished that you could completely change the color scheme of a room? Well, you now can, without spending one extra cent, by ordering this splendid combination rug. Note how completely the living room on the left is transformed by merely reversing the rug as shown in the lower picture. This *exclusive* OLSON RUG has the deep, luxurious pile, long wearing qualities, and rich appearance of the high grade, expensive rugs, at a fraction the cost. Colors are fast.



REGULAR SIZES	Pounds of Material Required	PRICE
30 x 54 in.....	6.....	\$ 3.15
36 x 63 in.....	9.....	4.40
4 x 6 3/4 ft.....	15.....	7.55
5 x 8 ft.....	22.....	11.20
6 x 6 ft.....	20.....	10.05
6 x 8 ft.....	26.....	13.45
6 x 9 ft.....	30.....	15.10
7 x 7 ft.....	27.....	13.70
7 x 9 ft.....	35.....	17.65
8 x 8 ft.....	35.....	17.90
8 x 10 ft.....	45.....	22.40
8 x 11 ft.....	49.....	21.65
9 x 9 ft.....	45.....	22.70
9 x 11 ft.....	55.....	27.70
9 x 12 ft.....	60.....	29.95
10 x 10 ft.....	56.....	27.95
10 x 12 ft.....	67.....	33.60
10 x 13 ft.....	72.....	36.10
11 x 12 ft.....	74.....	36.95
11 x 14 ft.....	85.....	43.10
12 x 12 ft.....	80.....	40.30
12 x 14 ft.....	93.....	47.05
12 x 15 ft.....	98.....	50.40
27 in. x 6 ft.....	7.....	3.80
27 in. x 9 ft.....	12.....	5.65
27 in. x 12 ft.....	15.....	7.55

For *SPECIAL SIZES* Pattern 4206, see page 20, column 4.

Proper for every room

PATTERNS 622, 322 and 422

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.....	4.....	\$ 2.30
30 x 54 in.....	6.....	3.25
36 x 63 in.....	9.....	3.95
4 x 6 1/2 ft.....	15.....	6.75
5 x 8 ft.....	22.....	9.95
6 x 6 ft.....	20.....	8.95
6 x 8 ft.....	26.....	11.95
6 x 9 ft.....	30.....	13.50
7 x 7 ft.....	27.....	12.25
7 x 9 ft.....	35.....	15.75
8 x 8 ft.....	35.....	15.95
8 x 10 ft.....	45.....	19.95
8 x 11 ft.....	49.....	21.95
9 x 9 ft.....	45.....	20.25
9 x 11 ft.....	55.....	24.75
9 x 12 ft.....	60.....	26.95
10 x 10 ft.....	56.....	24.95
10 x 12 ft.....	67.....	29.95
10 x 13 ft.....	72.....	32.50
11 x 12 ft.....	74.....	32.95
11 x 14 ft.....	85.....	38.50
12 x 12 ft.....	80.....	35.95
12 x 14 ft.....	93.....	41.95
12 x 15 ft.....	98.....	44.95
27 in. x 6 ft.....	7.....	3.35
27 in. x 9 ft.....	12.....	5.05
27 in. x 12 ft.....	15.....	6.75

For *SPECIAL SIZES* see  
page 20, column 2.



PATTERN 622—BENGAL BROWN—STANDARD GRADE

Woven seamless and reversible to give twice the wear. Proper for every room.

PATTERN 322  
STANDARD GRADE



Three Very Popular Patterns

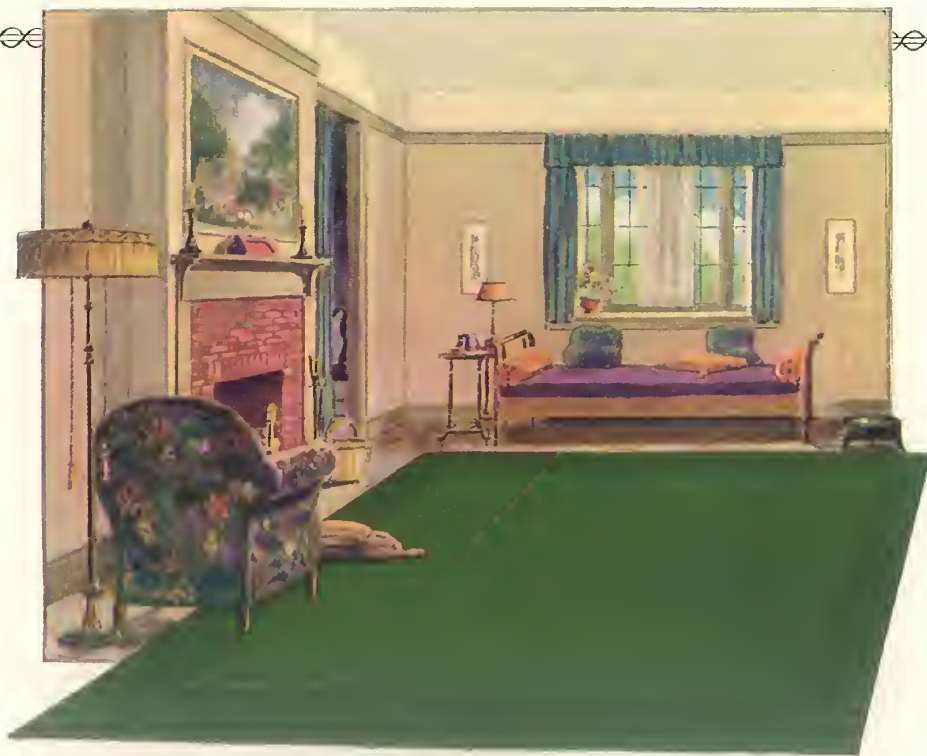
THESE three patterns, which are made in the Standard Grade, are equally appropriate for the living room, dining room, bedroom, or halls. They are so woven as to not show soil even when subjected to the most severe wear and being reversible will last twice as long as the average one sided store rug.

Each pattern is woven with a deep, rich pile on both sides, and under foot has that luxuriant feeling found only in the most expensive rugs. These rugs are dyed with the finest dyes and whether you judge them from the standpoint of beauty or wearing qualities they will far exceed your expectations. Every order shipped within 24 hours.

PATTERN 422  
STANDARD GRADE







### PATTERN 426—JASPE GREEN—STANDARD GRADE

Woven seamless and reversible to give twice the wear. Proper for every room.

### *An Elegant Color—Restful and Harmonious*

**J**ASPE Green, one of the very latest color creations, has found instant favor among all leading interior decorators. Its popularity is easily explained—another exquisite color in a neutral shade that fits in with every scheme of decoration. As a color it is restful to the eye. It imparts to all surroundings a subdued elegance that is charming.

Even when subjected to the most severe wear this beautiful Jaspe Green rug will not show soil. It is easy to keep clean. Both sides are identically alike. Woven with a smooth, luxurious nap. For long, hard wear this rug cannot be excelled. If you have priced rugs in your local stores, you will realize that by sending us your old material you can save one-half on your rugs.

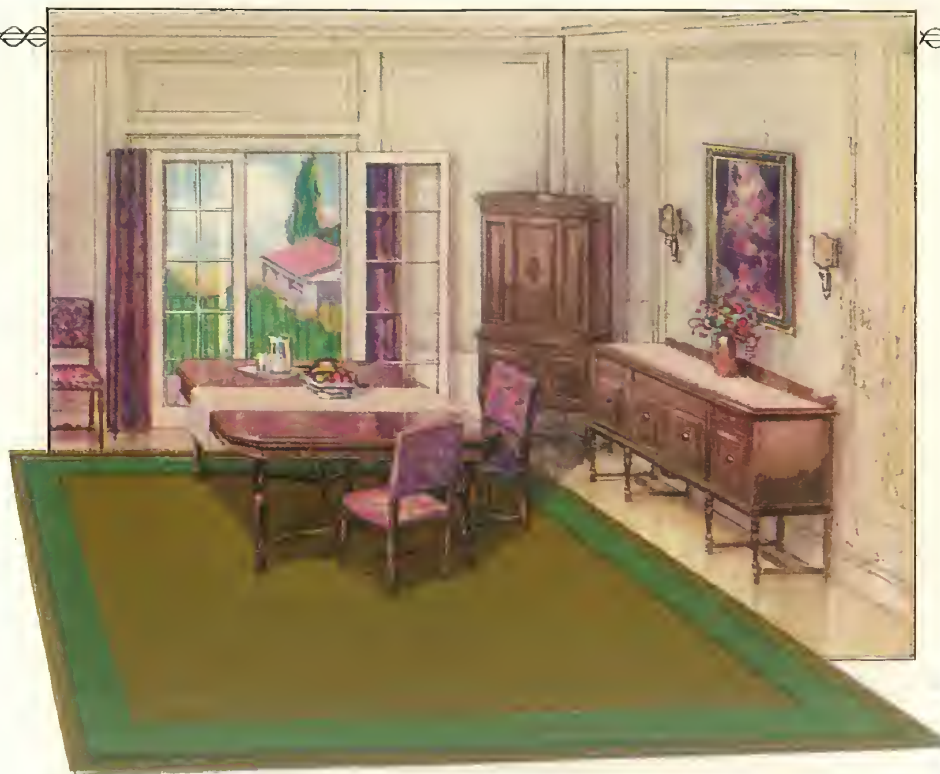
#### PATTERNS 426 and 2206

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.....	4.....	\$ 2.35
30 x 54 in.....	6.....	3.40
36 x 63 in.....	9.....	4.10
4 x 6 3/4 ft.....	15.....	6.95
5 x 8 ft.....	22.....	10.40
6 x 6 ft.....	20.....	9.35
6 x 8 ft.....	26.....	12.50
6 x 9 ft.....	30.....	14.05
7 x 7 ft.....	27.....	12.75
7 x 9 ft.....	35.....	16.40
8 x 8 ft.....	35.....	16.65
8 x 10 ft.....	45.....	20.95
8 x 14 ft.....	49.....	22.85
9 x 9 ft.....	45.....	21.05
9 x 11 ft.....	55.....	25.75
9 x 12 ft.....	60.....	28.05
10 x 10 ft.....	56.....	25.95
10 x 12 ft.....	67.....	31.20
10 x 13 ft.....	72.....	33.80
11 x 12 ft.....	74.....	34.30
11 x 14 ft.....	85.....	39.95
12 x 12 ft.....	80.....	37.45
12 x 14 ft.....	93.....	43.65
12 x 15 ft.....	98.....	46.80
27 in. x 6 ft....	7.....	\$ 3.50
27 in. x 9 ft....	12.....	5.25
27 in. x 12 ft..	15.....	6.95

For *SPECIAL SIZES* see page 20, column 3.

REGULAR SIZES	Pounds of Material Required	PRICE
30 x 54 in.....	6.....	\$ 3.40
36 x 63 in.....	9.....	4.10
4 x 6 3/4 ft.....	15.....	6.95
5 x 8 ft.....	22.....	10.40
6 x 6 ft.....	20.....	9.35
6 x 8 ft.....	26.....	12.50
6 x 9 ft.....	30.....	14.05
7 x 7 ft.....	27.....	12.75
7 x 9 ft.....	35.....	16.40
8 x 8 ft.....	35.....	16.65
8 x 10 ft.....	45.....	20.95
8 x 11 ft.....	49.....	22.85
9 x 9 ft.....	45.....	21.05
9 x 11 ft.....	55.....	25.75
9 x 12 ft.....	60.....	28.05
10 x 10 ft.....	56.....	25.95
10 x 12 ft.....	67.....	31.20
10 x 13 ft.....	72.....	33.80
11 x 12 ft.....	74.....	34.30
11 x 14 ft.....	85.....	39.95
12 x 12 ft.....	80.....	37.45
12 x 14 ft.....	93.....	43.65
12 x 15 ft.....	98.....	46.80
27 in. x 6 ft.....	7.....	3.50
27 in. x 9 ft.....	12.....	5.25
27 in. x 12 ft.....	15.....	6.95

For *SPECIAL SIZES* Pattern  
628, see page 20, column 3.



### PATTERN 628 BENGAL BROWN, Jaspe Green Border—STANDARD GRADE

Woven seamless and reversible to give twice the wear. Proper for every room.

## *A Fashionable Rug at a Worth-While Saving*

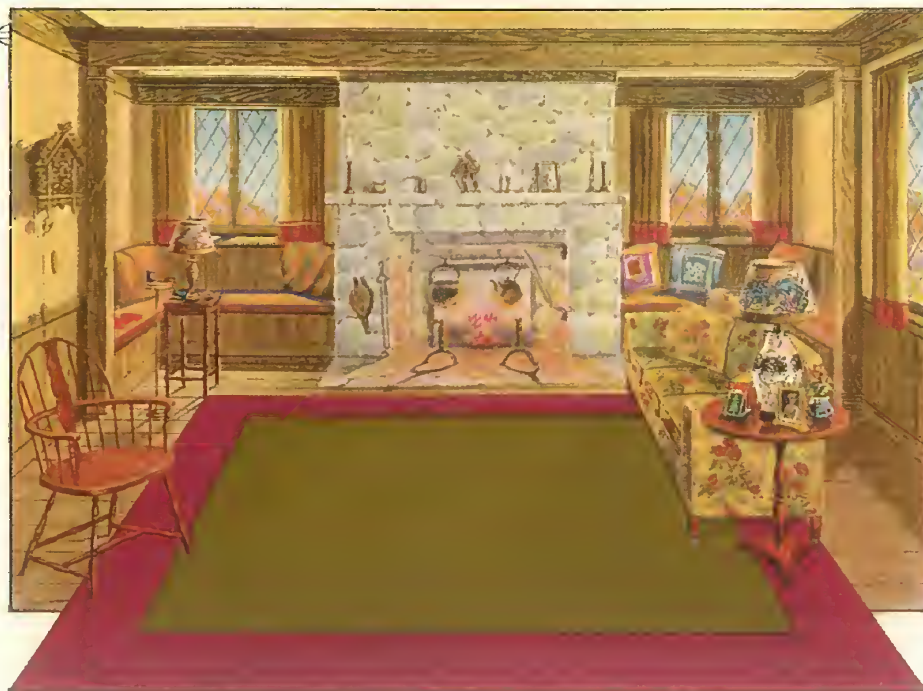
**P**ICTURE this decorative rug in your own home. Consider how much charm and individuality you can add to any room by choosing this attractive combination of colors. Note how effective the soft Jaspe Green border sets off the rich Bengal Brown center. A delightfully balanced design. Because this rug is woven seamless with the same deep,

luxurious nap on both sides, it will outwear two ordinary rugs.

If you have priced rugs in your local stores you will realize that by sending us your old rugs and carpets you can save at least one-half on your new rugs. This fashionable two-color combination will resist wear and keep up its handsome appearance in a most satisfying manner for many years.



OLSON RUG CO., CHICAGO



REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.....	4.....	\$ 2.35
30 x 54 in.....	6.....	3.40
36 x 63 in.....	9.....	4.10
4 x 6 1/2 ft.....	15.....	6.95
5 x 8 ft.....	22.....	10.40
6 x 6 ft.....	20.....	9.35
6 x 8 ft.....	26.....	12.50
6 x 9 ft.....	30.....	14.05
7 x 7 ft.....	27.....	12.75
7 x 9 ft.....	35.....	16.40
8 x 8 ft.....	35.....	16.65
8 x 10 ft.....	45.....	20.95
8 x 11 ft.....	49.....	22.85
9 x 9 ft.....	45.....	21.05
9 x 11 ft.....	55.....	25.75
9 x 12 ft.....	60.....	28.05
10 x 10 ft.....	56.....	25.95
10 x 12 ft.....	67.....	31.20
10 x 13 ft.....	72.....	33.80
11 x 12 ft.....	74.....	34.30
11 x 14 ft.....	85.....	39.95
12 x 12 ft.....	80.....	37.45
12 x 14 ft.....	93.....	43.65
12 x 15 ft.....	98.....	46.80

27 in. x 6 ft....	7.....	3.50
27 in. x 9 ft....	12.....	5.25
27 in. x 12 ft....	15.....	6.95

For *SPECIAL SIZES* Pattern 525, see page 20, column 3.

## PATTERN 525—BENGAL BROWN, Red Border—STANDARD GRADE

Woven seamless and reversible to give twice the wear. Proper for every room.

### Twice The Wear—At Half The Price

THE admirable decorative effect secured in this quaint bungalow living-room is largely due to the charming OLSON floor covering illustrated. In selecting a new rug, remember that it must not be considered an isolated item in the furnishings, but it should be selected to blend with the general scheme. Note how perfectly the rug above fits in.

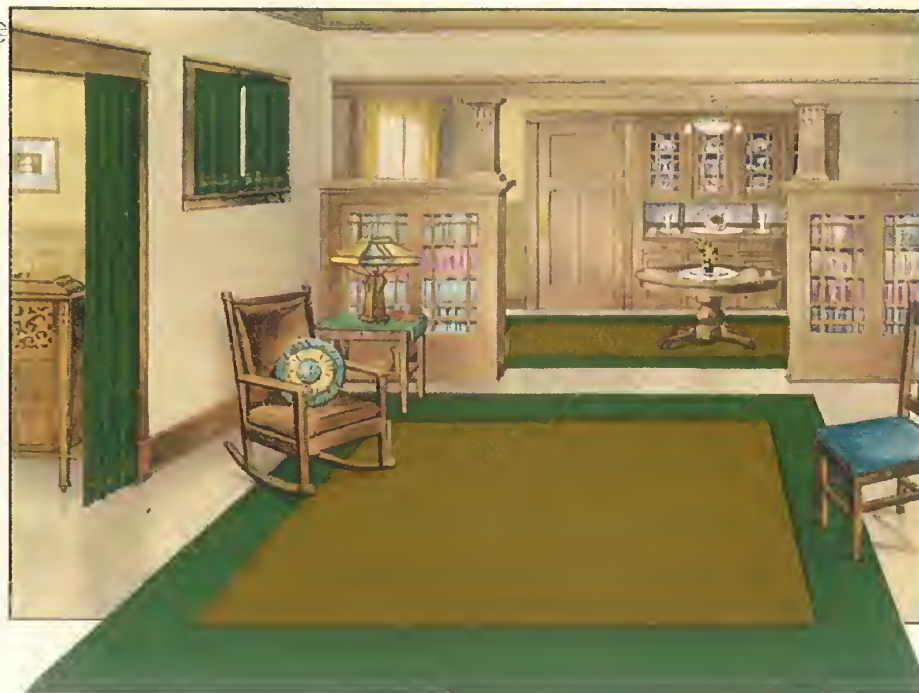
By sending us your old carpets and rugs, you save at least half on the price of a store rug, and you get in return, a

brand new OLSON RUG, the equal in beauty and durability of the finest rugs made. Pattern 525 is the same on both sides—just like getting two rugs for the price of one. The center is a rich, lustrous Bengal Brown and the border a deep warm Red that gives a very pleasing effect. Why even consider buying a one-sided rug from a retail store when for ONE-HALF the price you can get a new OLSON STANDARD GRADE RUG that is woven seamless and reversible to give twice the wear?



REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.....	4.....	\$ 2.35
30 x 54 in.....	6.....	3.40
36 x 63 in.....	9.....	4.10
4 x 6 3/4 ft.....	15.....	6.95
5 x 8 ft.....	22.....	10.40
6 x 8 ft.....	20.....	9.35
6 x 8 ft.....	26.....	12.50
6 x 9 ft.....	30.....	14.05
7 x 7 ft.....	27.....	12.75
7 x 9 ft.....	35.....	16.40
8 x 8 ft.....	35.....	16.65
8 x 10 ft.....	45.....	20.95
8 x 11 ft.....	49.....	22.85
9 x 9 ft.....	45.....	21.05
9 x 11 ft.....	55.....	25.75
9 x 12 ft.....	60.....	28.05
10 x 10 ft.....	56.....	25.95
10 x 12 ft.....	67.....	31.20
10 x 13 ft.....	72.....	34.80
11 x 12 ft.....	71.....	31.30
11 x 14 ft.....	85.....	39.95
12 x 12 ft.....	80.....	37.45
12 x 14 ft.....	93.....	43.65
12 x 15 ft.....	98.....	45.80
27 in. x 6 ft.....	7.....	3.50
27 in. x 9 ft.....	12.....	5.25
27 in. x 12 ft.....	15.....	6.95

For *SPECIAL SIZES* Pattern 325, see page 20, column 3.



### PATTERN 325 BENGAL BROWN, Jaspe Green Border—*STANDARD GRADE*

Woven seamless and reversible to give twice the wear. Proper for every room.

## *This Rug Will Win the Admiration of Your Friends*

**T**HIS friendly living room owes much of its attractiveness to this harmonious OLSON floor covering. The center of this rug is a rich bengal brown, while the border is a soft jaspe green which forms an extremely pleasing contrast. A distinctive pattern that will give your home an air of originality. The pattern is the same on both sides—you get two new rugs for less than the usual price of one.

Because of the tight firm weave and deep rich pile that gives a

soft pleasant feeling underfoot, this OLSON STANDARD GRADE RUG offers a combination of beauty and ability to withstand long hard service.

Let us prove to you the claims we make for OLSON RUGS and weave for you a rug that will win the admiration of your friends. If you have priced rugs you know that rugs of the same appearance and quality are sold by dealers for double our price.

Every order shipped in 24 hours.



OLSON RUG CO., CHICAGO

## Prices for SPECIAL SIZES in Both Standard and Super Grade

SPECIAL SIZES	Pounds of Material Required	COLUMN No. 1 Patterns	COLUMN No. 2 Patterns	COLUMN No. 3 Patterns	COLUMN No. 4 Patterns	COLUMN No. 5 Patterns	COLUMN No. 6 Patterns
		621 421 221	422 322 622	627 628 426 328 226 325 426 625	4206 7206 726	821 121 921 521	826 926 126 526 1206
27 in. x 15 ft.	22	\$ 8.10	\$ 9.45	\$ 9.80	\$10.45	\$11.65	\$12.95
27 in. x 18 ft.	23	9.70	11.35	11.75	12.55	13.95	15.55
30 in. x 6 ft.	10	3.60	4.20	4.35	4.65	5.15	5.75
30 in. x 9 ft.	12	5.40	6.30	6.55	6.95	7.75	8.65
30 in. x 12 ft.	16	7.20	8.40	8.70	9.30	10.35	11.50
30 in. x 15 ft.	20	8.95	10.50	10.90	11.60	12.90	14.40
3 x 6 ft.	10	4.30	5.05	5.20	5.60	6.20	6.90
3 x 7 ft.	12	5.05	5.90	6.10	6.50	7.25	8.10
3 x 8 ft.	13	5.75	6.70	6.95	7.45	8.30	9.20
3 x 9 ft.	16	6.50	7.55	7.85	8.35	9.30	10.40
3 x 12 ft.	22	8.65	10.10	10.45	11.15	12.40	13.85
3 x 15 ft.	27	10.80	12.60	13.05	13.95	15.50	17.30
4 x 5 ft.	11	4.80	5.60	5.80	6.20	6.90	7.70
4 x 6 ft.	13	5.75	6.70	6.95	7.45	8.30	9.20
4 x 9 ft.	20	8.65	10.10	10.45	11.15	12.40	13.85
4 x 12 ft.	27	11.50	13.45	13.90	14.90	16.55	18.45
5 x 5 ft.	14	5.95	6.95	7.25	7.75	8.60	9.60
5 x 6 ft.	17	7.20	8.40	8.70	9.30	10.35	11.50
5 x 7 ft.	19	8.40	9.80	10.15	10.85	12.05	13.45
5 x 9 ft.	25	10.80	12.60	13.05	13.95	15.50	17.30
5 x 10 ft.	28	11.95	13.95	14.50	15.50	17.25	19.20
5 x 12 ft.	33	14.40	16.80	17.40	18.60	20.70	23.05
6 x 7 ft.	23	10.10	11.75	12.20	13.00	14.50	16.15
6 x 10 ft.	33	14.40	16.80	17.40	18.60	20.70	23.05
6 x 12 ft.	40	17.30	20.15	20.90	22.30	24.85	27.65
7 x 8 ft.	31	13.45	15.70	16.25	17.35	19.30	21.50
7 x 10 ft.	38	16.80	19.60	20.30	21.70	24.15	26.90
7 x 11 ft.	43	18.50	21.55	22.35	23.85	26.55	29.60
7 x 12 ft.	47	20.15	23.50	24.35	26.05	28.95	32.30
7 x 14 ft.	55	23.50	27.45	28.40	30.40	33.80	37.65
8 x 9 ft.	40	17.30	20.15	20.90	22.30	24.85	27.65
8 x 12 ft.	53	23.05	26.90	27.85	29.75	33.10	36.85
8 x 13 ft.	58	24.95	29.10	30.15	32.25	35.90	39.95
9 x 10 ft.	50	21.60	25.20	26.10	27.90	31.05	34.55
9 x 14 ft.	70	30.25	35.30	36.55	39.05	44.80	49.85
9 x 15 ft.	75	32.40	37.80	39.15	41.85	47.95	53.45
10 x 11 ft.	61	26.40	30.80	31.90	34.10	39.05	43.55
10 x 14 ft.	78	33.60	39.20	40.60	43.40	49.75	55.35
10 x 15 ft.	83	35.95	41.95	43.50	46.50	53.30	59.35
11 x 11 ft.	67	29.05	33.90	35.10	37.50	42.95	46.85
11 x 13 ft.	80	34.30	40.05	41.35	44.35	51.85	56.60
12 x 13 ft.	87	37.45	43.70	45.25	48.35	55.40	61.70
12 x 18 ft.	120	51.85	60.50	62.65	66.95	79.75	84.45

And Larger . . .


If you do not find the size you need write us and we will quote you our price.

## All Sizes

THE tendency to cover the entire floor has brought many requests for rugs of unusual size. We can furnish rugs in any size you need. No other rug concern offers such a complete variety of sizes in seamless and reversible rugs. If you do not find the size you need under "Regular Sizes" on each page, you will probably find it listed here.

We do not weave rugs narrower than 27 inches, nor shorter than 36 inches.

*It usually requires  
one week's time  
to complete  
special size  
rugs*

 We are constantly called upon to weave extra-large rugs, 40 x 80 ft., 60 x 150 ft., and larger. We have woven rugs as long as 400 feet.



# Why Olson Rugs Are Used in Over One Million American Homes

1

## REVERSIBLE

Every Olson STANDARD GRADE and SUPER GRADE Rug is woven reversible with the same deep, luxurious nap on both sides. Double the wear at half the price.

2

## SEAMLESS

Every Olson STANDARD GRADE and SUPER GRADE Rug is woven in one piece, without seams up to 12 feet—a feature that improves the appearance of the rug and adds many years more life.

3

## ANY SIZE

Olson STANDARD GRADE and SUPER GRADE Rug will be made to your order in ANY SIZE you need. Special sizes, runners, stair carpeting completed within a week.

4

## ANY COLOR

Your choice of 23 up-to-date colors: Taupe, Mole, Blue, Mahogany, Bengal Brown, Mulberry, Tete-de-Negre, Persian Gold, Jaspe Green, Rose, etc.

### PATTERN 2206—PERSIAN GOLD STANDARD GRADE

Persian Gold is a beautiful new shade that has become one of our most popular sellers. Whether you judge this STANDARD GRADE rug from the standpoint of beauty or wearing qualities it is bound to yield satisfaction far beyond your expectations.

*For prices see page 16*



# The New OLSON SUPER GRADE Rugs

## Made of Imported NEW WOOLS



Where the yarn is dyed

Simply send us the number of pounds of old carpet, rugs and old clothing that we need for the size rug you order. You will find these weights printed right opposite the price for the rug you select.

To those of our customers who do not have the required amount of old carpets, rugs and old clothing we are pleased to supply brand new wool at 20c a pound to make up the number of pounds lacking. On the other hand should the customer send more than the required amount we apply the surplus on any future order the customer may send for herself or friends.

We can assure our customers that the OLSON SUPER GRADE RUG is far superior to anything we have ever manufactured. Every operation from the raw imported wool to the beautiful finished rug is completed in our big Chicago factory.

Our importers search the markets of the world for the new wools

### Shipped In 24 Hours!

In the new OLSON SUPER GRADE we exchange our imported new wools for your old carpets, rugs and old clothing, and ship to you new, reversible rugs, both sides of which are woven from brand new imported wool, just the same as you would buy them anywhere for twice the price.

All that is necessary to secure the new OLSON SUPER GRADE RUG is to ship your old carpets, rugs and old clothing at our expense (see page 37)—mail us the bill-of-lading, the one marked "ORIGINAL" (which is your receipt from the railroad company), enclose your check with your order blank filled out—and your new SUPER GRADE RUG (woven of new imported wool in exchange for your old materials) will be shipped to you the same day your order blank and check or money order are received.

### No Extra Charge

There is absolutely no extra charge of any kind. On the following pages you will find the prices plainly marked for each size and pattern.

#### SPINNING MACHINE

A small section of our spinning division showing some of the machines that spin high grade wool into the firmly twisted resilient yarns used in weaving OLSON RUGS.



OLSON RUG CO., CHICAGO

that are used in the manufacture of OLSON SUPER GRADE RUGS. These new wools are blended, carded or combed, spun into yarn, scoured, dyed and woven into the new OLSON SUPER GRADE RUGS, which in turn are sheared to an even finish, steamed, and after a thorough inspection are ready for your home—and ten to twenty years of service.

In our mixing room wools of the desired shades are blended in great lots of twenty to thirty thousand pounds. These wools are thoroughly cleaned in large cleaning and opening machines which thoroughly open the compact layers of wool. In this form the wool is blown by air to our carding room where the fibres are combed on immense machines, each one of which cost \$10,000.00. The wool after being run through these Carding Machines is in the form of soft, fluffy strands which are wound on spools and placed on spinning frames (each of these frames measures over 100 feet in length) and in passing through these frames is twisted like most string we see. This gives the wool its strength; it is now known as Yarn. This yarn is then placed on reels which wind it into skeins.

### Dyeing

The yarn is now ready to be dyed. In our Dyeing Department, we have the most complete and up-to-date machinery. The yarn is now scoured in warm water and soaps, and the skeins of yarn placed on large racks, which in turn are submerged in dye tanks below it. Compressed air is used to raise and lower these immense racks of yarn, which hold as much as 500 pounds of dry yarn, and in their wet condition weigh as much as 3,000 pounds.

Expert chemists and dyers dye the yarn the exact shade required. Great care is taken to see that every particle of the yarn is penetrated by the dye.

The method used in the dyeing process causes the yarn to remain pliable and soft, thereby adding longer life to your rugs. Under heavy pressure of steam the yarn is dried and the dyes made absolutely fast. Then this yarn is wound into cops and sent to the large and most improved Olson power looms.

### Warp

The warp that holds the rug together is an important factor in determining the life of the rug. For over 52 years the Olson



Rug Company has used the best quality, long staple hard spun four-ply warp. That is one reason why our Rugs wear for a lifetime.

### Weaving

In the expert weaving of the new OLSON RUGS lies another secret of their remarkable durability and beauty. Realizing that every rug we send out must be a recommendation for the Olson Rug Company, our skilled weavers, many of whom have been with us for more than 25 years, weave the dyed yarn in such a way as to bring out all the rich lustre. The power looms "weave" the yarn into the rug with great force which gives the body its remarkable strength.

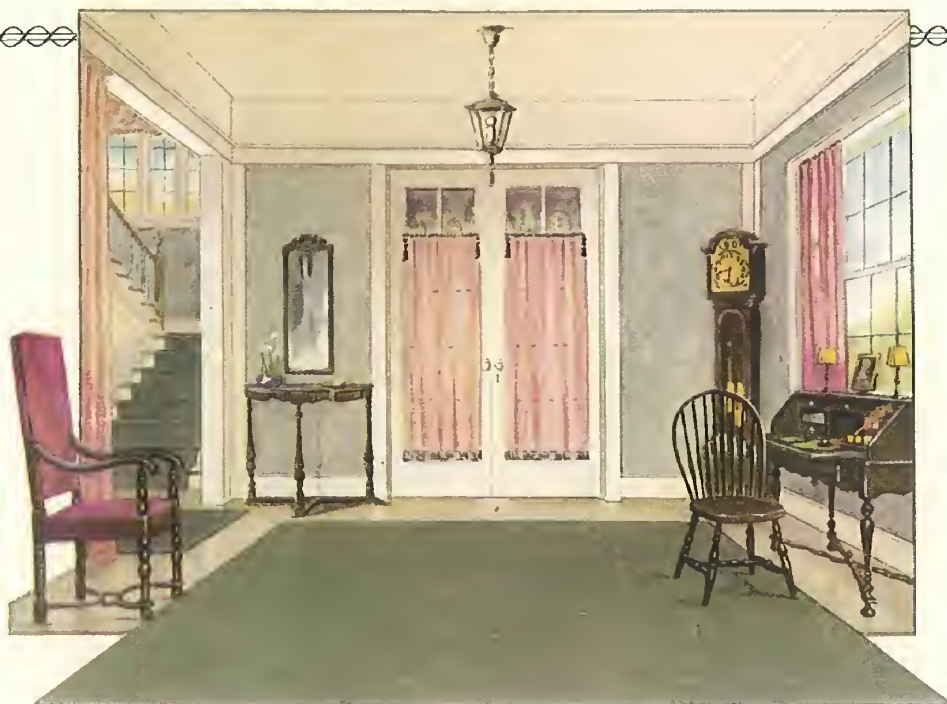
### The Nap is Deep and Firm

The nap of the rug (or surface you walk on) is deep and firm. This velvet-like surface does not mat down after being worn, but like the fine Wiltons is always "straight up." An OLSON RUG lies flat, clings to the floor, and is easy to keep clean with a vacuum cleaner, carpet sweeper or a broom. From the standpoint of wearing qualities, the OLSON SUPER GRADE RUGS compare favorably with many Wiltons costing twice as much.

### Firmly Bound—Expertly Trimmed

Every OLSON RUG is firmly bound and expertly trimmed by the latest improved machinery. The surface is sheared to perfect evenness. Experienced inspectors thoroughly examine every rug to see that it is correct in detail.

We want you to try our rugs in your home for a week—walk on them—examine them carefully. You are under no obligation to keep them, for if you do not see in them beauty, harmony, lasting qualities, and a saving of \$20 and \$30 on every room size rug, you may return them at our expense. We will refund all your money, and we will pay you 10 to 15 cents a pound (or about 50 cents a square yard) for your old carpets and rugs, and 4 to 8 cents a pound for your old clothing. So confident are we that OLSON RUGS will delight you just as they have over a million others, that we are willing to make this unusual offer.



### PATTERN 821—MOLE—*SUPER GRADE*

Woven seamless and reversible to give twice the wear. Proper for every room.

## A Rug That Will Add Refinement and Dignity

**A**S YOU enter this room from the outside, you are instantly impressed with a feeling of dignity. The perfect harmony of the room indicates at once that the occupants are people of refinement and excellent taste. This atmosphere has been achieved for the most part by using a one-tone **SUPER GRADE MOLE RUG**. Its soft, neutral shade blends perfectly with every article of decoration. Somehow, a one-toned Mole rug appears to increase the size of a room.

It possesses every requisite the modern well appointed home demands and is certain to earn you the hearty approval of the family. Due to the special OLSON weave this rug will not show soil even when subjected to the hardest kind of wear. As in the fine Wilton rugs, the nap will be deep, luxurious, and firmly woven. Like all OLSON RUGS, this rug is woven seamless and reversible to give double the wear. It can be depended upon to always yield that satisfaction that quality alone can give.

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.....	4.....	\$ 2.95
30 x 54 in.....	6.....	3.95
36 x 63 in.....	9.....	5.05
4 x 6 1/4 ft.....	15.....	8.55
5 x 8 ft.....	22.....	12.75
6 x 6 ft.....	20.....	11.40
6 x 8 ft.....	26.....	15.05
6 x 9 ft.....	30.....	17.15
7 x 7 ft.....	27.....	15.60
7 x 9 ft.....	35.....	20.10
8 x 8 ft.....	35.....	20.20
8 x 10 ft.....	45.....	25.40
8 x 11 ft.....	49.....	27.60
9 x 9 ft.....	45.....	25.45
9 x 11 ft.....	55.....	31.10
9 x 12 ft.....	60.....	33.90
10 x 10 ft.....	56.....	31.10
10 x 12 ft.....	67.....	37.95
10 x 13 ft.....	72.....	41.10
11 x 12 ft.....	74.....	41.55
11 x 14 ft.....	85.....	48.50
12 x 12 ft.....	80.....	44.70
12 x 14 ft.....	93.....	52.90
12 x 15 ft.....	98.....	56.80
27 in. x 6 ft.....	7.....	4.85
27 in. x 9 ft.....	12.....	7.25
27 in. x 12 ft.....	15.....	9.65

For *SPECIAL SIZES* Pattern 821, see page 20, column 5.



REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.....	4.....	\$ 3.20
30 x 54 in.....	6.....	4.50
36 x 63 in.....	9.....	5.50
4 x 6 3/4 ft.....	15.....	9.40
5 x 8 ft.....	22.....	13.95
6 x 6 ft.....	20.....	12.60
6 x 8 ft.....	26.....	16.75
6 x 9 ft.....	30.....	18.95
7 x 7 ft.....	27.....	17.15
7 x 9 ft.....	35.....	21.90
8 x 8 ft.....	35.....	22.35
8 x 10 ft.....	45.....	27.95
8 x 11 ft.....	49.....	30.75
9 x 9 ft.....	45.....	28.30
9 x 11 ft.....	55.....	34.60
9 x 12 ft.....	60.....	37.75
10 x 10 ft.....	56.....	34.95
10 x 12 ft.....	67.....	41.70
10 x 13 ft.....	72.....	45.15
11 x 12 ft.....	74.....	46.20
11 x 14 ft.....	85.....	53.75
12 x 12 ft.....	80.....	50.65
12 x 14 ft.....	93.....	58.65
12 x 15 ft.....	98.....	62.55
27 in. x 6 ft.....	7.....	5.10
27 in. x 9 ft.....	12.....	7.70
27 in. x 12 ft.....	15.....	10.25

For *SPECIAL SIZES* Pattern  
526, see page 20, column 6.



*A rug that will win the  
admiration of your  
friends.*

### PATTERN 526—MULBERRY—SUPER GRADE

Woven seamless and reversible to give twice the wear. Proper for every room.

## A Long-Wearing Rug—A Regal Color

**P**ICTURE this fashionable two-tone mulberry rug in your own home. Consider what a satisfying change this rich OLSON SUPER GRADE RUG would be—a rug with soft, deep luxurious nap. Surely nothing helps so to brighten up a room and give it that desirable feeling of hospitality and refinement as a well chosen quality rug. Imagine the charm that a new OLSON RUG in the exquisite shade of

mulberry shown above would add to your home. Like all OLSON RUGS this rug is so woven that it will not show soil or foot marks. We guarantee to satisfy you or refund all your money and pay you for your material.

Why even consider a one sided store rug when you can get a reversible long-wearing Olson rug and save half your money?

Remember every order is shipped in 24 hours.

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.....	4.....	\$ 3.20
30 x 54 in.....	6.....	4.50
36 x 63 in.....	9.....	5.50
4 x 6 1/4 ft.....	15.....	9.40
5 x 8 ft.....	22.....	13.95
6 x 6 ft.....	20.....	12.60
6 x 8 ft.....	26.....	16.75
6 x 9 ft.....	30.....	18.95
7 x 7 ft.....	27.....	17.15
7 x 9 ft.....	35.....	21.90
8 x 8 ft.....	35.....	22.35
8 x 10 ft.....	45.....	27.95
8 x 11 ft.....	49.....	30.75
9 x 9 ft.....	45.....	28.30
9 x 11 ft.....	55.....	34.60
9 x 12 ft.....	60.....	37.75
10 x 10 ft.....	56.....	34.95
10 x 12 ft.....	67.....	41.70
10 x 13 ft.....	72.....	45.15
11 x 12 ft.....	74.....	46.20
11 x 14 ft.....	85.....	53.75
12 x 12 ft.....	80.....	50.65
12 x 14 ft.....	93.....	58.65
12 x 15 ft.....	98.....	62.55
27 in. x 6 ft.....	7.....	5.10
27 in. x 9 ft.....	12.....	7.70
27 in. x 12 ft.....	15.....	10.25

For *SPECIAL SIZES* Pattern  
826, see page 20, column 6.



### PATTERN 826—MOLE—SUPER GRADE

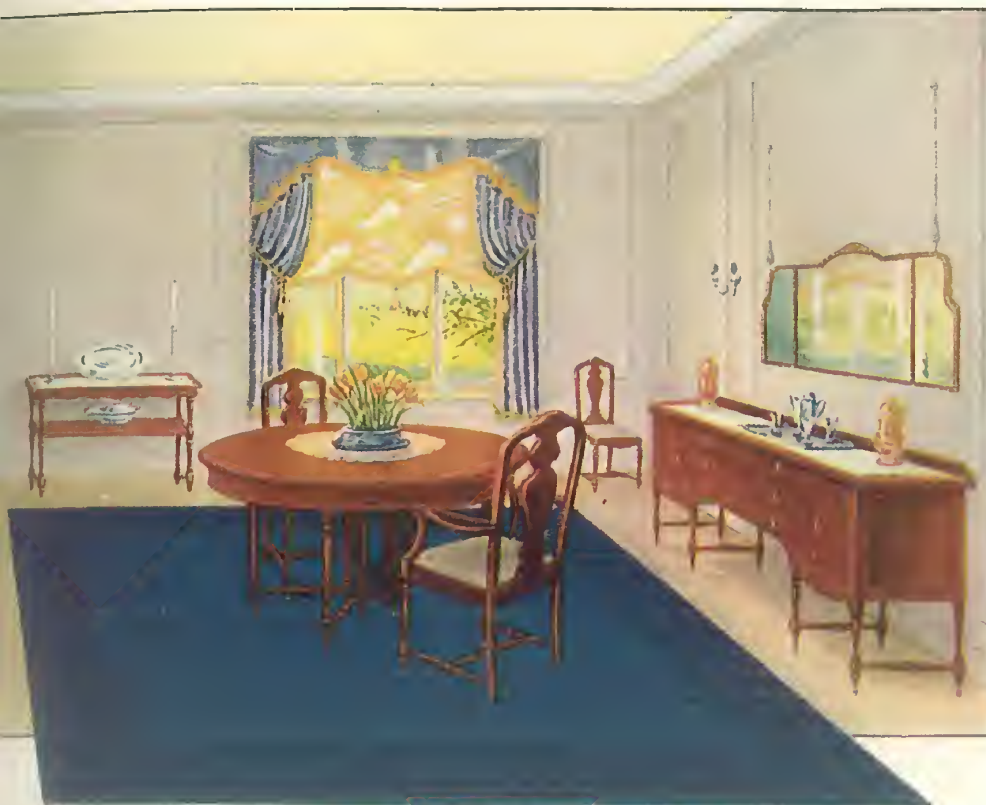
Woven seamless and reversible to give twice the wear. Proper for every room.

### *Ideal For Rooms Where Hard Wear Is Expected*

**W**HAT a delightful living room! What exquisite colorings!" you exclaim. The charm of this lovely room illustrates one of the many beautiful effects obtained by using this rich, harmonious color. Its suitability to all rooms in the home is apparent. Mole rugs are extremely popular.

There is something distinguished and refined about this beautiful shade that makes it a great favorite. The same pattern

on both sides means double wear. Because of the firm weave and depth of pile, OLSON SUPER GRADE Mole rugs are adapted to rooms where hard wear is expected. They won't show the soil. This is the type of rug you invariably find in modern well appointed homes. And whether you judge it from the standpoint of beauty or wearing quality, this rug will far exceed your expectations.



### PATTERN 126—BLUE—SUPER GRADE

Woven seamless and reversible to give twice the wear. Proper for every room.

### Soft—Rich—Restful—A Beautiful Rug

**W**HEN you entertain guests and you gather the family together for a reunion, the dining room is brought into unusual prominence. You want a floor covering that adds dignity and refinement. And it is to women who love the finest quality for their homes and for the charm of beautiful well covered floors that we recommend this dignified Super Grade rug—a rug that is equal in wearing qualities and appear-

ance to many Wilton rugs costing twice as much. Observe the richness and refinement of the attractive OLSON SUPER GRADE RUG shown above—the soft, exquisite shade of blue, and the border of a darker shade. Same on both sides. What a perfect background it makes for the handsome, Old English period design, walnut dining-room set. OLSON RUGS are so woven that they do not show soil.

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 12 in.....	4.....	\$ 3.20
30 x 54 in.....	6.....	4.50
36 x 63 in.....	9.....	5.50
4 x 6 3/4 ft.....	15.....	9.40
5 x 8 ft.....	22.....	13.95
6 x 6 ft.....	20.....	12.60
6 x 8 ft.....	26.....	16.75
6 x 9 ft.....	30.....	18.95
7 x 7 ft.....	27.....	17.15
7 x 9 ft.....	35.....	21.90
8 x 8 ft.....	35.....	22.35
8 x 10 ft.....	45.....	27.95
8 x 11 ft.....	49.....	30.75
9 x 9 ft.....	45.....	28.30
9 x 11 ft.....	55.....	34.60
9 x 12 ft.....	60.....	37.75
10 x 10 ft.....	56.....	34.95
10 x 12 ft.....	67.....	41.70
10 x 13 ft.....	72.....	45.15
11 x 12 ft.....	74.....	46.20
11 x 14 ft.....	85.....	53.75
12 x 12 ft.....	80.....	50.65
12 x 14 ft.....	93.....	58.65
12 x 15 ft.....	98.....	62.55
27 in. x 6 ft.....	7.....	5.10
27 in. x 9 ft.....	12.....	7.70
27 in. x 12 ft.....	15.....	10.25

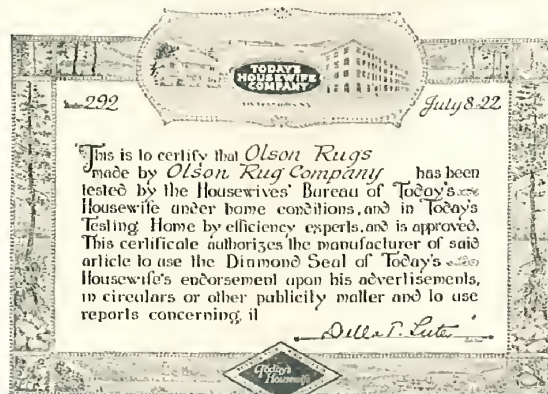
For *SPECIAL SIZES* Pattern 126, see page 20, column 6.



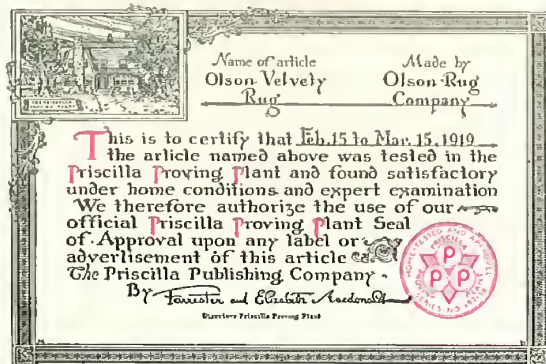
OLSON RUG CO., CHICAGO



Olson Rugs Are Endorsed By  
**TODAY'S HOUSEWIFE**  
One of the Foremost Home Magazines



Tested and Approved by Experts of  
**MODERN PRISCILLA**  
A Leading Publication for Women



After a most exacting test made on  
**OLSON RUGS** under actual home conditions by Farm and Home (the national magazine of rural life) they were given the highest rating of AA.

## Read What Women Say About Two-Tone Rugs

**H**ERE are just a few of the replies received from thousands of women in answer to our question, "Why do you like one and two-tone rugs better than patterned rugs?"

- "Harmonize with furniture better"
- "Go with everything better"
- "Look richer"
- "Easier on the eye"
- "Decorators recommend them"
- "More inviting"
- "Prettier and more restful"
- "Make it possible to carry out any color scheme"
- "For a change"
- "You don't tire of the plain so soon"
- "Simple and rich looking"
- "Better decorating"
- "More artistic"
- "More fashionable"
- "Make the room look larger"
- "Go with every color scheme"
- "Give better background for furniture"

## SUPER-GRADE

PATTERN 926 — TAUPE

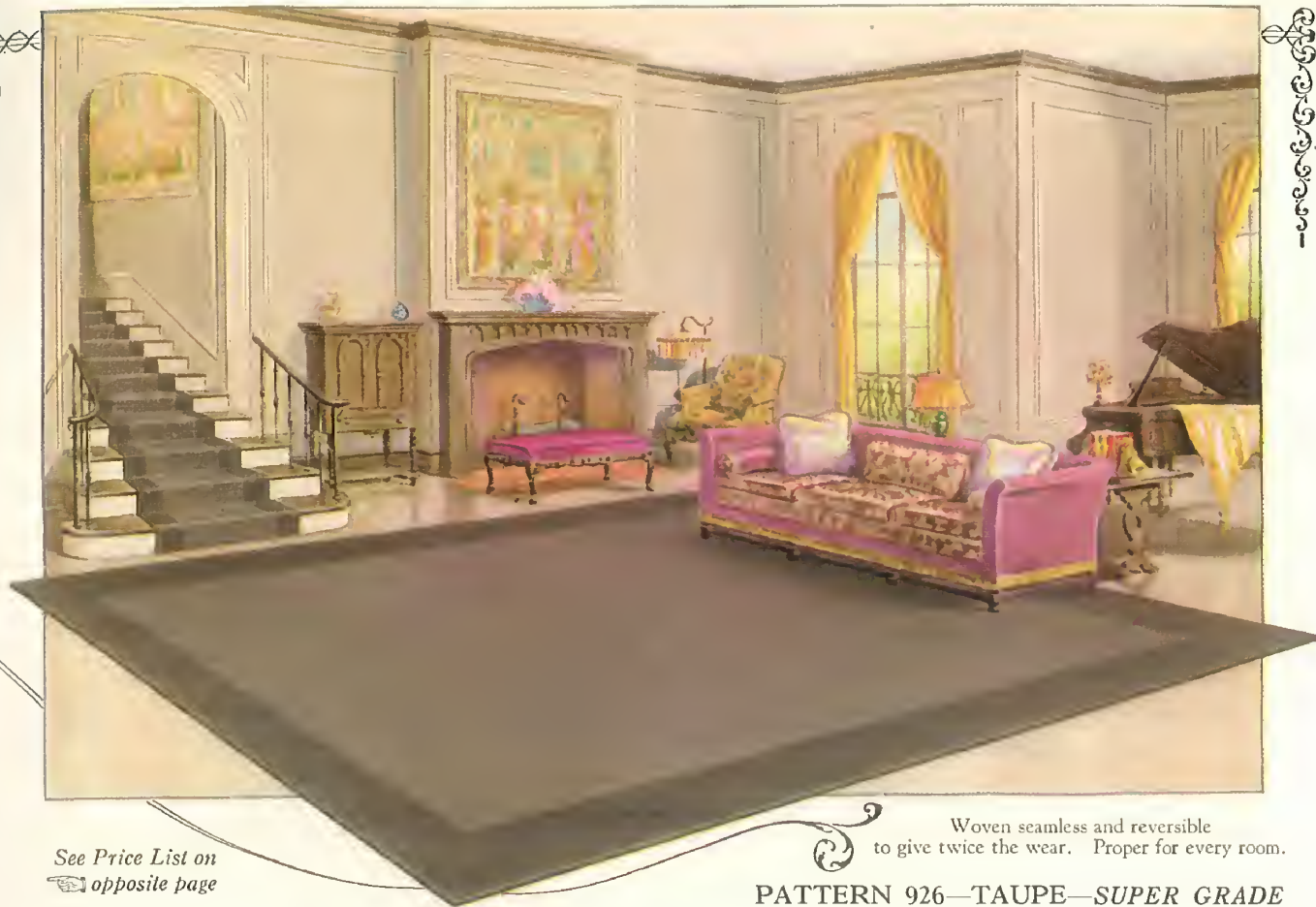
REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.....	4.....	\$ 3.20
30 x 54 in.....	6.....	4.50
36 x 63 in.....	9.....	5.50
4 x 6 1/2 ft.....	15.....	9.40
5 x 8 ft.....	22.....	13.95
6 x 6 ft.....	20.....	12.60
6 x 8 ft.....	26.....	16.75
6 x 9 ft.....	30.....	18.95
7 x 7 ft.....	27.....	17.15
7 x 9 ft.....	35.....	21.90
8 x 8 ft.....	35.....	22.35
8 x 10 ft.....	45.....	27.95
8 x 11 ft.....	49.....	30.75
9 x 9 ft.....	45.....	28.30
9 x 11 ft.....	55.....	34.60
9 x 12 ft.....	60.....	37.75
10 x 10 ft.....	56.....	34.95
10 x 12 ft.....	67.....	41.70
10 x 13 ft.....	72.....	45.15
11 x 12 ft.....	74.....	46.20
11 x 14 ft.....	85.....	53.75
12 x 12 ft.....	80.....	50.65
12 x 14 ft.....	93.....	58.65
12 x 15 ft.....	98.....	62.55
27 in. x 6 ft.....	7.....	5.10
27 in. x 9 ft.....	12.....	7.70
27 in. x 12 ft.....	15.....	10.25

For **SPECIAL SIZES**, see page 20, column 6.

## Hotels, Clubs, Churches

Thousands of OLSON RUGS are now in the finest hotels, clubs, private offices, churches and public buildings. Here are just a few of our customers:

- San Carlos Hotel, Pensacola, Fla.
- The Breakers, Atlantic City, N. J.
- The Hotel Cecil, Atlanta, Ga.
- Huntington Hotel, Huntington, W. Va.
- Georgian Hotel, Athens, Ga.
- Hayes Hotel, Chicago, Ill.
- Hotel Stanleigh, Bridgeport, Conn.
- Lake Lawn Hotel, Delavan, Wis.
- Wisconsin Hotel, Milwaukee, Wis.
- Jefferson Hotel, Pine Bluff, Ark.



See Price List on  
 opposite page

Woven seamless and reversible  
 to give twice the wear. Proper for every room.

PATTERN 926—TAUPE—SUPER GRADE

### *Taupe—Extremely Popular—At A Big Saving*

**T**HIS is the beautiful new shade that is so popular. It is so ideally suited for a floor covering that many of the finest homes today are covered throughout with rugs in this harmonious shade. The soft tones blend perfectly with the finest period furniture and with all color schemes, making a restful background of exceptional charm.

Picture this attractive rug in your own home! The nap is rich, deep and long-wearing, and has that soft, velvety feel underfoot. Consider what a satisfying change an OLSON SUPER GRADE RUG will be in the harmonious two-tone effects. Surely it offers all that one might possibly wish for in a beautiful home. Satisfaction guaranteed or money cheerfully refunded.



OLSON RUG CO., CHICAGO



### PATTERN 1206—TETE-DE-NEGRE—SUPER GRADE

Woven seamless and reversible to give twice the wear. Proper for every room.

## Picture This Rich Rug in Your Own Home!

**T**HIS practical new color we believe is deserving of your particular attention. Here is a new beauty for floor coverings that has received the enthusiastic endorsement of leading decorators everywhere and which is exceedingly popular among all home lovers.

The unusual beauty and refinement of tone is instantly recognized. Blending perfectly with every scheme of decoration, it will impart to your home that rare combination of beauty and good taste so much desired. But beauty of design or coloring

should not be your final test of OLSON SUPER GRADE RUGS. You must see them, invite your neighbors to inspect them, examine them closely and you will be surprised at the unusual quality.

This beautiful OLSON SUPER GRADE Tete-de-Negre Rug is equal in wearing qualities to the high grade Wiltons and Chenilles, and like all other OLSON RUGS it is so woven as not to show foot marks even when subjected to the most severe wear.

Satisfaction guaranteed or your money cheerfully refunded.

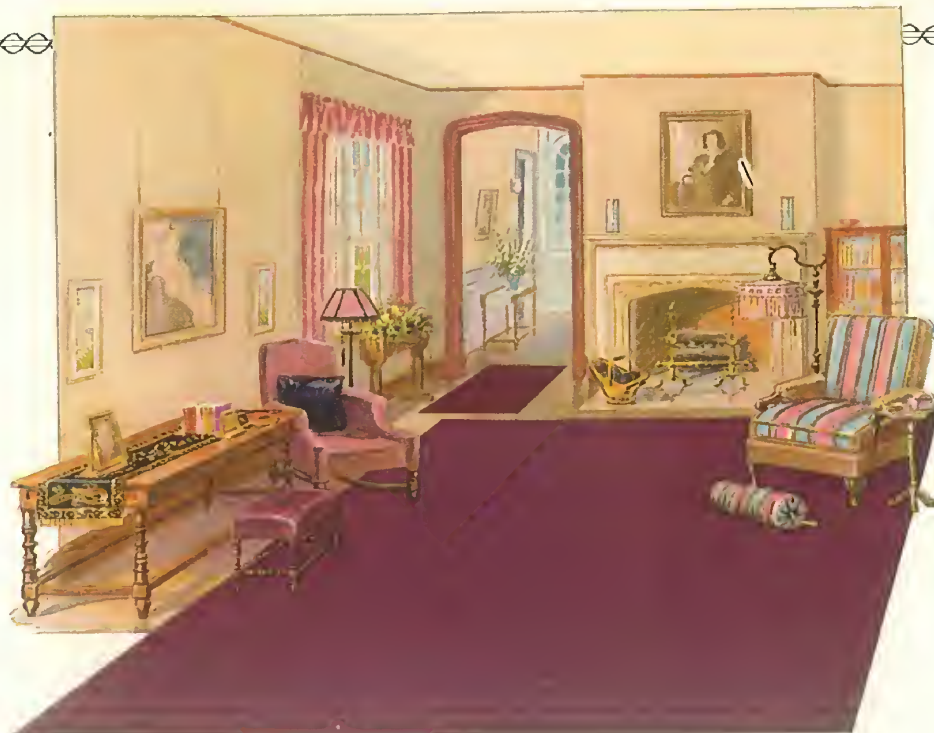
REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.	4	\$ 3.20
30 x 54 in.	6	4.50
36 x 63 in.	9	5.50
4 x 6 3/4 ft.	15	9.40
5 x 8 ft.	22	13.95
6 x 6 ft.	20	12.60
6 x 8 ft.	26	16.75
6 x 9 ft.	30	18.95
7 x 7 ft.	27	17.15
7 x 9 ft.	35	21.90
8 x 8 ft.	35	22.35
8 x 10 ft.	45	27.95
8 x 11 ft.	49	30.75
9 x 9 ft.	45	28.30
9 x 11 ft.	55	34.60
9 x 12 ft.	60	37.75
10 x 10 ft.	56	34.95
10 x 12 ft.	67	41.70
10 x 13 ft.	72	45.15
11 x 12 ft.	74	46.20
11 x 14 ft.	85	53.75
12 x 12 ft.	80	50.65
12 x 14 ft.	93	58.65
12 x 15 ft.	98	62.55
27 in. x 6 ft.	7	5.10
27 in. x 9 ft.	12	7.70
27 in. x 12 ft.	15	10.25

For **SPECIAL SIZES** Pattern 1206, see page 20, column 6.



REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.....	4.....	\$ 2.95
30 x 54 in.....	6.....	3.95
36 x 63 in.....	9.....	5.05
4 x 6 3/4 ft.....	15.....	8.55
5 x 8 ft.....	22.....	12.75
6 x 6 ft.....	20.....	11.40
6 x 8 ft.....	26.....	15.05
6 x 9 ft.....	30.....	17.15
7 x 7 ft.....	27.....	15.60
7 x 9 ft.....	35.....	20.10
8 x 8 ft.....	35.....	20.20
8 x 10 ft.....	45.....	25.40
8 x 11 ft.....	49.....	27.60
9 x 9 ft.....	45.....	25.45
9 x 11 ft.....	55.....	31.10
9 x 12 ft.....	60.....	33.90
10 x 10 ft.....	56.....	31.10
10 x 12 ft.....	67.....	37.95
10 x 13 ft.....	72.....	41.10
11 x 12 ft.....	74.....	41.55
11 x 14 ft.....	85.....	48.50
12 x 12 ft.....	80.....	44.70
12 x 14 ft.....	93.....	52.90
12 x 15 ft.....	98.....	56.80
27 in. x 6 ft.....	7.....	4.85
27 in. x 9 ft.....	12.....	7.25
27 in. x 12 ft.....	15.....	9.65

For *SPECIAL SIZES* Pattern  
521, see page 20, column 5.



### PATTERN 521—MULBERRY—SUPER GRADE

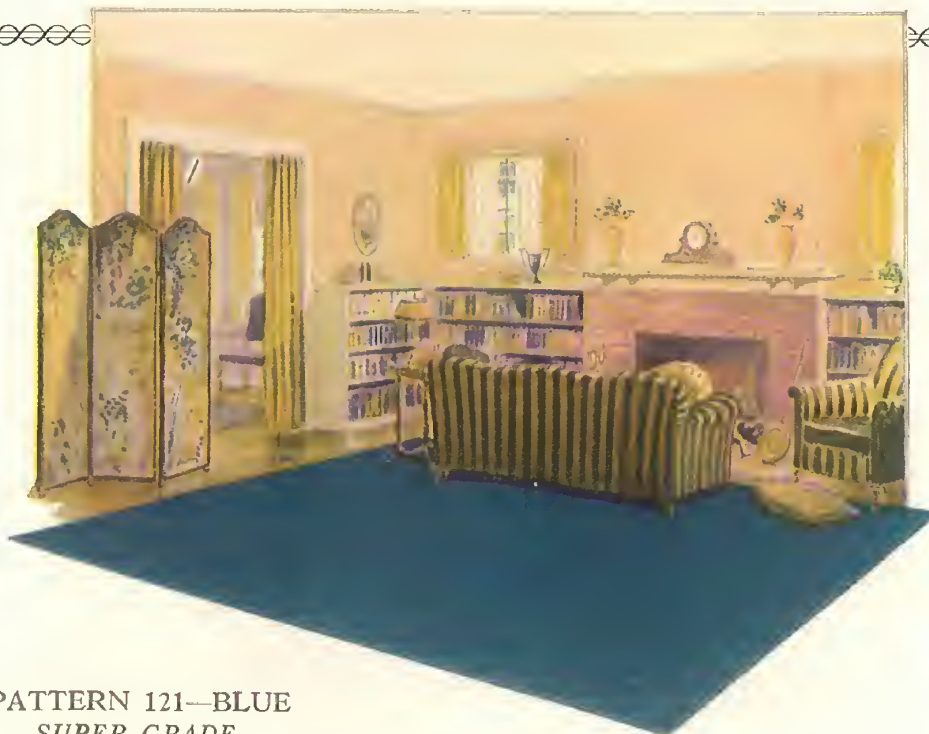
Woven seamless and reversible to give twice the wear. Proper for every room.

### Imparts Quiet Luxury and Refinement

**Y**OU must see this magnificent SUPER GRADE MULBERRY RUG in your home before you can appreciate its wonderful value. A one-toned Mulberry rug will impart a feeling of quiet luxury and refinement to any room.

We believe that we have accomplished much in being able to offer you an OLSON RUG in this exquisite Mulberry shade. As you know, this regal color is found in so many of the finest rugs.

An OLSON Mulberry rug is recommended for any room in the home. Like the high grade Wilton rugs the nap is deep and luxurious and has that soft, resilient feel under foot. Woven the same on both sides. Like all OLSON RUGS this pattern is woven seamless and reversible to give double wear. You will be making a wise selection if you order this rich Mulberry Rug. Same quality would cost you double our price at a rug store.



**PATTERN 121—BLUE  
SUPER GRADE**

Woven seamless and reversible to give twice the wear. Proper for every room.

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.....	4.....	\$ 2.95
30 x 54 in.....	6.....	3.95
36 x 63 in.....	9.....	5.05
4 x 6 3/4 ft.....	15.....	8.55
5 x 8 ft.....	22.....	12.75
6 x 6 ft.....	20.....	11.40
6 x 8 ft.....	26.....	15.05
6 x 9 ft.....	30.....	17.15
7 x 7 ft.....	27.....	15.60
7 x 9 ft.....	35.....	20.10
8 x 8 ft.....	35.....	20.20
8 x 10 ft.....	45.....	25.40
8 x 11 ft.....	49.....	27.60
9 x 9 ft.....	45.....	25.45
9 x 11 ft.....	55.....	31.10
9 x 12 ft.....	60.....	33.90
10 x 10 ft.....	56.....	31.10
10 x 12 ft.....	67.....	37.95
10 x 13 ft.....	72.....	41.10
11 x 12 ft.....	74.....	41.55
11 x 14 ft.....	85.....	48.50
12 x 12 ft.....	80.....	44.70
12 x 14 ft.....	93.....	52.85
12 x 15 ft.....	98.....	56.80
27 in. x 6 ft.....	7.....	4.85
27 in. x 9 ft.....	12.....	7.25
27 in. x 12 ft.....	15.....	9.65

For **SPECIAL SIZES** Pattern  
121, see page 20, column 5.

## Adds New Charm To Any Room

**T**HIS room fairly breathes an atmosphere of charm and contentment. Wouldn't it give you an infinite amount of pleasure to spend a few of your leisure hours each day in a surrounding of this kind? There are many features about this room that tend to make it livable, but none of more importance than the beautiful blue OLSON SUPER GRADE RUG. Blue is a very satisfying color in any home.

The remarkable demand for blue OLSON RUGS is conclusive

proof of their desirability. By sending us your old materials you can save half your rug money.

The firm weave and deep nap give them the same luxurious feel under foot that you find in the most expensive Wilton rugs. Due to the special OLSON weave, the above rug will stand unusual wear without showing soil. Like all OLSON RUGS it is seamless and two-sided. Being reversible it will outwear two store rugs. Colors are guaranteed fast.

REGULAR SIZES	Pounds of Material Required	PRICE
27 x 42 in.....	4.....	\$ 2.95
30 x 54 in.....	6.....	3.95
36 x 63 in.....	9.....	5.05
4 x 6 3/4 ft.....	15.....	8.55
5 x 8 ft.....	22.....	12.75
6 x 6 ft.....	20.....	11.40
6 x 8 ft.....	26.....	15.05
6 x 9 ft.....	30.....	17.15
7 x 7 ft.....	27.....	15.60
7 x 9 ft.....	35.....	20.10
8 x 8 ft.....	33.....	20.20
8 x 10 ft.....	45.....	25.40
8 x 11 ft.....	49.....	27.60
9 x 9 ft.....	45.....	25.45
9 x 11 ft.....	55.....	31.10
9 x 12 ft.....	60.....	33.90
10 x 10 ft.....	56.....	31.10
10 x 12 ft.....	67.....	37.95
10 x 13 ft.....	72.....	41.10
11 x 12 ft.....	74.....	41.55
11 x 14 ft.....	85.....	48.50
12 x 12 ft.....	80.....	44.70
12 x 14 ft.....	93.....	52.85
12 x 15 ft.....	98.....	56.80
27 in. x 6 ft.....	7.....	4.85
27 in. x 9 ft.....	12.....	7.25
27 in. x 12 ft.....	15.....	9.65

For *SPECIAL SIZES* Pattern 921, see page 20, column 5.



PATTERN 921—TAUPE  
SUPER GRADE

Woven seamless and reversible to give twice the wear. Proper for every room.

## Blends Perfectly With Every Decorating Scheme

**T**AUPE is the fashionable new color, used in the finest floor coverings, that has won such tremendous popularity. A more sensible shade for a rug has never been used. Not only does this exquisite color lend itself to better furniture and decorations but it stands up under the most severe wear without showing soil. Taupe blends perfectly with every decorating scheme. Note how agreeably the broad expanse of taupe color harmonizes with the walls,

draperies and furniture in the living room above. The rich beauty of this rug will transform any room. You will be making a wise selection if you choose a taupe OLSON SUPER GRADE RUG for any room. The popular tendency is for one and two-toned rugs that cover nearly the entire floor.

We recommend taupe for use in every room where unusual wear is expected. The nap is deep and luxurious like the high grade Wiltons and Chenilles. Finished the same on both sides.



# Send In All Kinds of Old Carpets Rugs, Clothing, Blankets, Any Color

Send in any of the following:

Brussels	Wilton	Velvety	Fluff Rugs
Axminster	Ingrain	Smyrna	Tapestry
Velvet	Moquette	Chenille	Wool Fibre

—or any other kinds of carpets and rugs.

Don't bother to clean or prepare your old materials in any way. Send them just as they are no matter how faded or threadbare.

If you haven't enough carpets or rugs, you can probably secure the extra number of pounds that you need from your friends and neighbors for the asking.

To help you out in case you still don't have enough, we will furnish new wool stock at 20 cents a pound.

## About Old Clothing and Other Materials

If you lack the necessary number of pounds of old carpets or rugs to complete the new rug you want, you can add some old wool or cotton clothing, and other materials (any color). But not more than **ONE-THIRD** of the total weight of the material you send us can be old clothing or materials of this kind.

Send any of the following in any color:

**WOOL** sweaters, skirts, dresses, coats, pants, underwear, blankets, shawls, shirts, Chenille and Tapestry curtains.

**COTTON** curtains, sheets, table covers, skirts, waists, underwear, sweaters, suits, white and colored goods (not narrow strips). We cannot use silks, or stockings.

## If You Have No Scales

The following will give you the approximate weight of your old carpets and rugs:

Size	Weight
6 x 9 ft.....	25 to 35 pounds
8 x 10 ft.....	35 to 50 pounds
9 x 12 ft.....	45 to 60 pounds
1 square yard.....	5 to 6 pounds

*Brussels, Ingrain, light Tapestry rugs weigh somewhat less.*

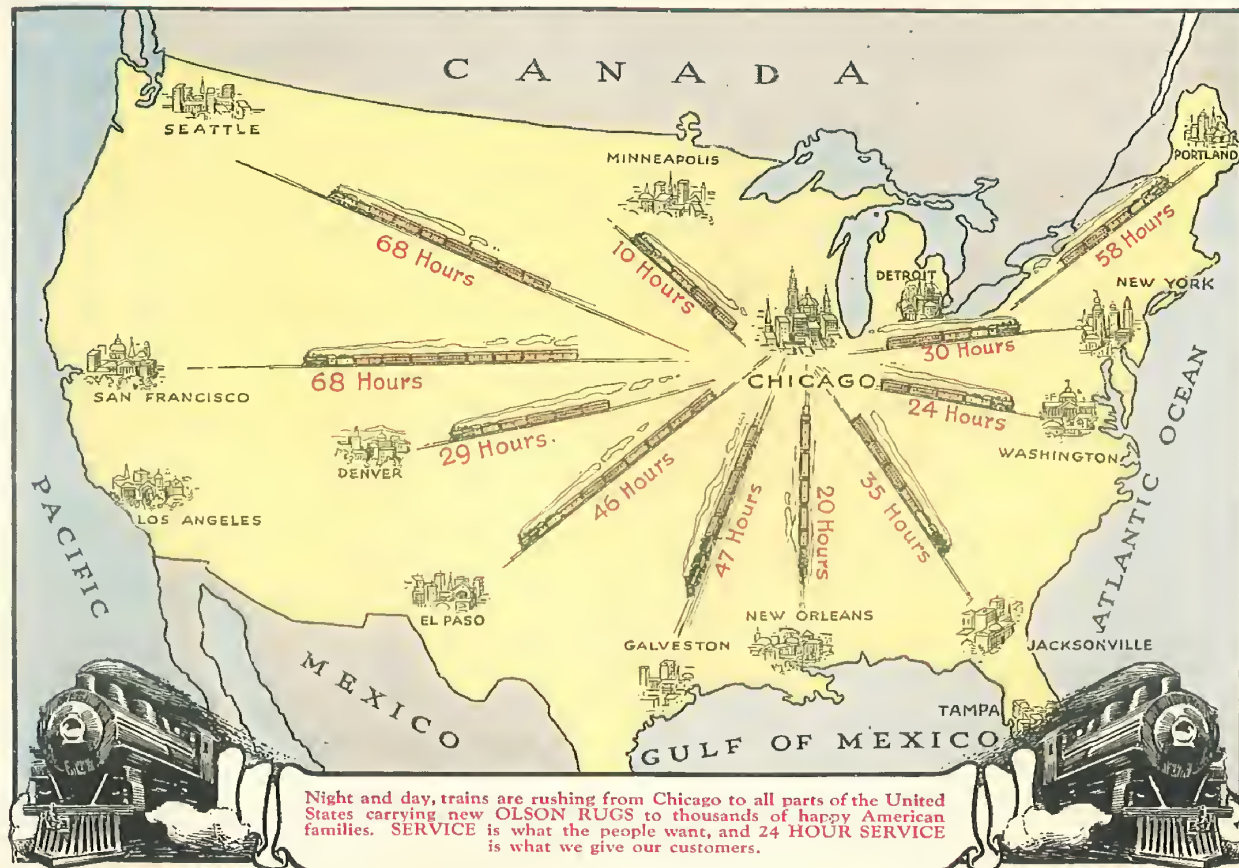
## If You Have More Material Than Necessary

All freight rates are based on a minimum shipment of 100 pounds, and it costs no more to ship 100 pounds than a smaller bundle. Since most people are glad to get rid of their old material because it is only in the way around the house, we suggest that you ship all the old material you have, and we will be glad to apply the surplus on any future order you or your friends may send.



# Thousands of Customers in Every State

## Every Order Shipped in 24 Hours



USE THE ORDER BLANK ON THE NEXT PAGE.

# ORDER BLANK



**TEAR OUT AND MAIL**

# ORDER BLANK



28-40 LAFLIN ST., CHICAGO

**WE GUARANTEE** to weave new **OLSON RUGS** exactly as represented in this catalogue. We guarantee complete satisfaction. **OLSON RUGS** must prove right by the test of wear. Use them on your own floors—walk on them—examine them carefully—get the opinion of your friends. Then if for any reason, you do not think that your **OLSON RUGS** are the biggest rug

value you ever had for your money, return them within a week at our expense, and we will refund every penny you have paid and pay you 10 to 15 cents a pound (or about 50 cents a square yard) for your old carpets and rugs, and 4 to 8 cents a pound for your old clothing.

Gentlemen:—Please ship new OLSON RUGS as indicated below:

NAME \_\_\_\_\_

Date \_\_\_\_\_

(Write clearly)

Street Address

or P. O. Box No.

Post Office.

R. F. D. No.

County

## State

If you want your rugs shipped to a town

different from your post office give shipping point here.

State

[illegible]

Indicate with "X" in space below how you are sending material:

Freight.

☐ Parcel Post.

□ Express

State Total Number of Pounds of All Materials You are Sending.....

### Materials You are Sending

**TEAR OUT ALONG THIS LINE AND MAIL**



# How to Order—It's Easy

Ordering rugs by mail is the natural and most convenient way. In the quiet and seclusion of your own home, undisturbed by store surroundings, you can select, without hurry, just the rug you want. Then, simply tie up your old carpets, rugs and clothing in a roll or bundle, just as they are, attach our tags with your name and address on them and send the bundle over to your freight depot.

**WE PAY FREIGHT** charges on your material from all the following states and advise that you ship by *Freight*. However, if your bundle is only a small one (less than 30 pounds) send by *Parcel Post* or *Express*.

Alabama  
Arkansas  
Colorado  
Connecticut  
Delaware  
Florida  
Georgia  
Illinois  
Indiana  
Iowa

Kansas  
Kentucky  
Louisiana  
Maine  
Maryland  
Massachusetts  
Michigan  
Minnesota  
Mississippi  
Missouri

Montana  
Nebraska  
New Hampshire  
New Jersey  
New York  
N. Carolina  
North Dakota  
Ohio  
Oklahoma  
Pennsylvania

Rhode Island  
S. Carolina  
South Dakota  
Tennessee  
Texas  
Vermont  
Virginia  
W. Virginia  
Washington, D.C.  
Wisconsin

We do not pay any shipping charges on orders that require less than twenty-five pounds.

## CITIES

If you live in the city, simply telephone any express or transfer company to call for your old material. They will deliver it to the freight depot for a small charge of about 75c.

## OUR REFERENCES

We refer you to any bank in Chicago. Our best references are our customers—over 1,000,000.

Write your order on the order blank opposite and enclose with your check and bill-of-lading (freight receipt) marked "ORIGINAL." Send money any of these ways—a post office money order, an express money order, bank draft, or personal check. *Your new rugs will be shipped the same day your order blank and check are received.* If you should prepay the freight charges, we will give you credit on your order.

## EVERY ORDER SHIPPED WITHIN 24 HOURS

Our 24 hour service means that your rugs will be shipped the same day your order blank and check are received, if you order the sizes given in this catalogue. Special sizes will be shipped within one week after order is received. The new rugs will be sent to you by fast express if you so wish and will reach you almost as quick as a letter. We guarantee safe delivery of your new rugs.

Rugs up to size 9 x 12 ft., which weigh about 50 pounds are returned by express, and in cities of about 3,000 or more population are delivered right to your door. Rugs larger than 9 x 12 ft. are returned by freight, except where you instruct us to ship by express.

## TRANSPORTATION CHARGES

Our customers pay the return charges on the new rugs. A 9 x 12 size delivered within 500 miles of Chicago will cost \$1.50, or less and two 9 x 12 rugs can be delivered to your city, a thousand miles from Chicago for only \$1.65, so you can see that this is a mere trifle of what you save in dealing direct with the OLSON RUG COMPANY, the largest rug manufacturers dealing direct with the home.





Taupe—see pages 7 and 29

Beautiful and harmonious rugs of lasting quality may be had for little money by utilizing worn or out-of-date materials. Time and time again this economy is practiced by people who could well afford to overlook it. If you wish to create within your home that enviable feeling of charm so desired by all and at the same time save considerable money, choose these beautiful one and two-toned rugs.

CATALOGUE 74

COPYRIGHT 1926, OLSON RUG CO., CHICAGO